

EAST SHEEN

Village Planning Guidance

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I. Introduction

The purpose of this Village Planning Guidance Supplementary Planning Document (SPD) is primarily to establish a vision and planning policy aims for, and assist in defining, maintaining and enhancing the character of East Sheen Village, and to provide guidance in this regard. The SPD forms part of the wider Village Plan.

By identifying key features of the village, the SPD clarifies the most important aspects and features that contribute to local character to guide those seeking to make changes to their properties or to develop new properties in the area, as well as being a material consideration in determining planning applications.

The core of this SPD is a series of character area assessments for the component areas of East Sheen. These character areas have been identified through the similarity of key features that are deemed to define their individual local character. The assessments establish dominant features and materials as well as an overall description of the street pattern and housing types.

The London Borough of Richmond upon Thames has been divided into a series of smaller village areas. Each village is distinctive in terms of the community, facilities and local character – as are many sub areas within the villages.

The villages of the London Borough Richmond upon Thames are attractive with many listed buildings and conservation areas, the local character of each being unique, recognisable and important to the community and to the aesthetic of the Borough as a whole.



East Sheen Village Planning Guidance SPD area

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The boundary for the SPD is based on:

- a review of how each area's design characteristics can best be grouped;
- taking account of physical and administrative boundaries, including conservation area boundaries to avoid these being split between village areas; and
- how local communities viewed their local areas when asked through the Council's 2010 'All-In-One' survey and subsequent consultation events.

This SPD has been produced by the Council working closely with the community. This has ensured that local residents, businesses and stakeholders have been genuinely involved in defining the important features – as well as the opportunities and threats – that define their local area.

The community has been involved through:

- 'Drop in' session at Sheen Lane Centre on 22nd November 2014
- Community walkabout on 23rd November 2014
- Online questionnaire (from 7th November to 19th December 2014)
- Stakeholder workshop (29th January 2015, Sheen Lane Centre)
- Stakeholder workshop (29th January 2015, Sheen Lane Centre)

- Online consultation and questionnaire from 16th February to 23rd March 2015 (Statutory consultation)

Wider Context (Village Plans)

Village Plans have been developed for each of Richmond's 14 villages. Each Village Plan describes a vision for the village area and identifies what the Council will do and what local people can do to achieve the vision together. It sets out the key issues and priorities and provides background information on the village area. The Village Plans are maintained on the Council's website and are updated as works are progressed. They cover a wide range of topics, including matters not within the remit of the SPD.

This Village Planning Guidance SPD forms part of the Village Plan by providing a formal planning policy document which can be used to guide new development. It has responded to residents' desire to have greater control and influence over planning and development decisions in their local area. The involvement of the local community in the production of the SPD has been essential in ensuring it is a genuine reflection of residents' priorities.



Consultation events for the East Sheen Village Planning Guidance SPD

2. Planning Policy and Wider Context

2.1 Planning Policy Framework

National Planning Policy

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. The NPPF is a key part of the Government's reforms to make the planning system less complex and more accessible. The NPPF provides the context for local planning authorities and decision takers, both when drawing up plans and making decisions about planning applications. It must be taken into account in the preparation of local and neighbourhood plans, and is a material consideration in planning decisions.

Regional Planning Policy

At a regional level, the London Plan (revised in 2015) is the overall strategic plan for London setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years. This document has been adopted to ensure that a longer-term view of London's development is taken when producing local plans, making planning decisions and investing in infrastructure.

Local Planning Policy

The London Borough of Richmond upon Thames current statutory planning policy framework is set out in adopted Plans being the Core Strategy, adopted in April 2009, and the Development Management Plan, adopted in November 2011. There is an online proposals map and also a range of guidance provided by way of Supplementary Planning Documents (SPDs) and Supplementary Planning Guidance (SPGs) for the area. This SPD will form part of the planning policy framework upon adoption and should be read in conjunction with the Council's suite of planning policy and guidance as applicable. There is also a range of evidence base studies that the Council has undertaken which help to guide policy making.

The Council is currently moving forward on allocating larger development sites as part of its Local Plan-making processes. Some larger sites in East Sheen have been identified through consultations undertaken by the Council. Where appropriate sites in East Sheen have been assessed in Chapter 8 of this document to establish design objectives should they come forward for development. Up-to-date information on the Council's Local Plan can be viewed at http://www.richmond.gov.uk/home/services/planning/planning_policy/local_plan.htm.

2.2 Key Planning Policies

SPDs cannot create new policies but expand on policies set out in higher plans, notably the Core Strategy (CS) and the Development Management Plan (DMP). This SPD relates to a considerable number of higher policies, notably:

CS Policy CP7: Maintaining and Improving the Local Environment

All new development should recognise distinctive local character and contribute to creating places of a high architectural and urban design quality that are well used and valued. Proposals will have to illustrate that they:

- (i) are based on an analysis and understanding of the Borough's development patterns, features and views, public transport accessibility and maintaining appropriate levels of amenity;
- (ii) connect positively with their surroundings to create safe and inclusive places through the use of good design principles including layout, form, scale, materials, natural surveillance and orientation, and sustainable construction.

DMP Policy DM DC 1 Design Quality

New development must be of a high



architectural and urban design quality based on sustainable design principles. Development must be inclusive, respect local character including the nature of a particular road, and connect with, and contribute positively, to its surroundings based on a thorough understanding of the site and its context.

In assessing the design quality of a proposal the Council will have regard to the following:

- compatibility with local character including relationship to existing townscape
- frontages, scale, height, massing, proportions and form
- sustainable development and adaptability, subject to aesthetic considerations
- layout and access
- space between buildings and relationship to the public realm
- detailing and materials

CS Policy CP8: Town and Local Centres

Retail and town centre uses will be supported providing that it is appropriate to the role in the hierarchy of the centres, and respects the character, environment and historical interest of the area.

DMP Policy DM OS 4 Historic Parks, Gardens and Landscapes

Parks and gardens as well as landscapes of special historic interest included in the

Register compiled by English Heritage and other historic parks, gardens and landscapes will be protected and enhanced.

DMP Policy DM HD 1 Conservation Areas – designation, protection and enhancement

Buildings or parts of buildings, street furniture, trees and other features which make a positive contribution to the character, appearance or significance of the area should be retained.

DMP Policy DM HD 2 Conservation of Listed Buildings and Scheduled Ancient Monuments

Preservation of Listed Buildings of special architectural or historic interest and Ancient Monuments and seek to ensure that they are kept in a good state of repair.

DMP Policy DM HD 3 Buildings of Townscape Merit

Preservation and enhancement of Buildings of Townscape Merit and the Council will use its powers where possible to protect their significance, character and setting.

DMP Policy DM TP 9 Forecourt Parking

The parking of vehicles in existing front gardens will be discouraged, especially where

- this would result in the removal of architectural features such as walls, gates and paving, or of existing trees and other vegetation; or
- such parking would detract from the

streetscape or setting of the property.

- it has an impact on the surrounding environment both in terms of the loss of individual front gardens and in damaging the unity and character of groups of houses and the streetscape in general.

A wider list of policies can be found in Appendix 1. It should be noted that all adopted policies and guidance should be assessed for their relevance in respect of individual planning applications, not just those referred to above.

2.3 Planning Policy Aims

This SPD reinforces the existing planning policy aims which have been established for East Sheen Village which seek to achieve the following:

- Preserve and enhance the range of shops and services in the village centre and particularly encourage independent shops to enhance character and choice.
- Resist inappropriate shop fronts including signage and lighting and promote improvements to shop fronts.
- Create a high quality public realm including along Upper Richmond Road West and new public space at Milestone Green to make the Centre more attractive and to support the commercial function.
- Protect and enhance existing open areas, encouraging local activities and creating new links to them.
- Reduce through traffic and congestion and improve rail and bus services.
- Increase car and cycle parking to support East Sheen centre.
- Improve Mortlake Station and surroundings to create a high quality interchange and related public spaces.
- Ensure that any redevelopment of the Stag Brewery site provides improvements to the riverside environment, improved functional and physical linkages to the town centre and an exciting range of uses which complement those in East Sheen centre.
- Ensure that local features and character and particularly for historic buildings and features are retained and enhanced. Any new development should be appropriate in terms of scale and materials and include sufficient car parking.
- Ensure that grass verges, street trees and other vegetation are retained and restored and that front garden parking is discouraged and limited.
- Improve areas which are less attractive such as service roads, blocks of domestic garages and inappropriate shop fronts.
- Ensure that restaurants and other places of entertainment do not adversely affect residents.
- Enhance existing and provide new amenity areas and children's play space in those parts beyond walking distance of a local park.

3. Spatial Context

This section covers transport, green spaces, shops and services which are an essential part of the village's character. These are detailed below and, together with its historic assets, are mapped on the following pages.

Facilities in East Sheen

- There is a wide range of local shops, restaurants and facilities along Sheen Lane and Upper Richmond Road West
- East Sheen Library and Sheen Lane Centre are located in the centre of East Sheen
- The area has four primary schools and one secondary school
- There are four churches located in the area
- Barnes Hospital (a community mental health facility), three GP practices, four pharmacies and three dental practices
- Employment areas are generally located along Upper Richmond Road West and Sheen Lane

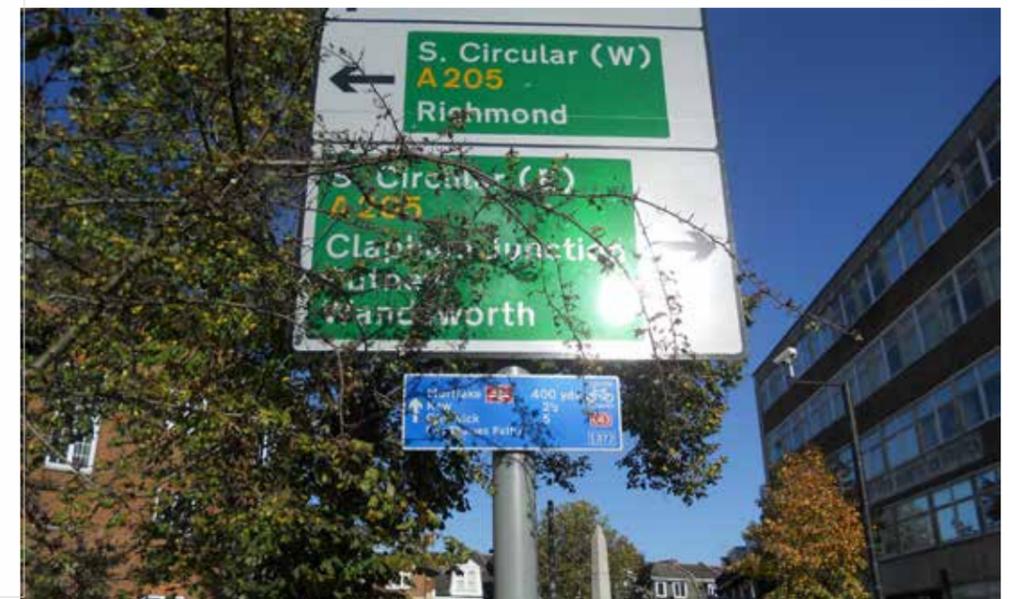
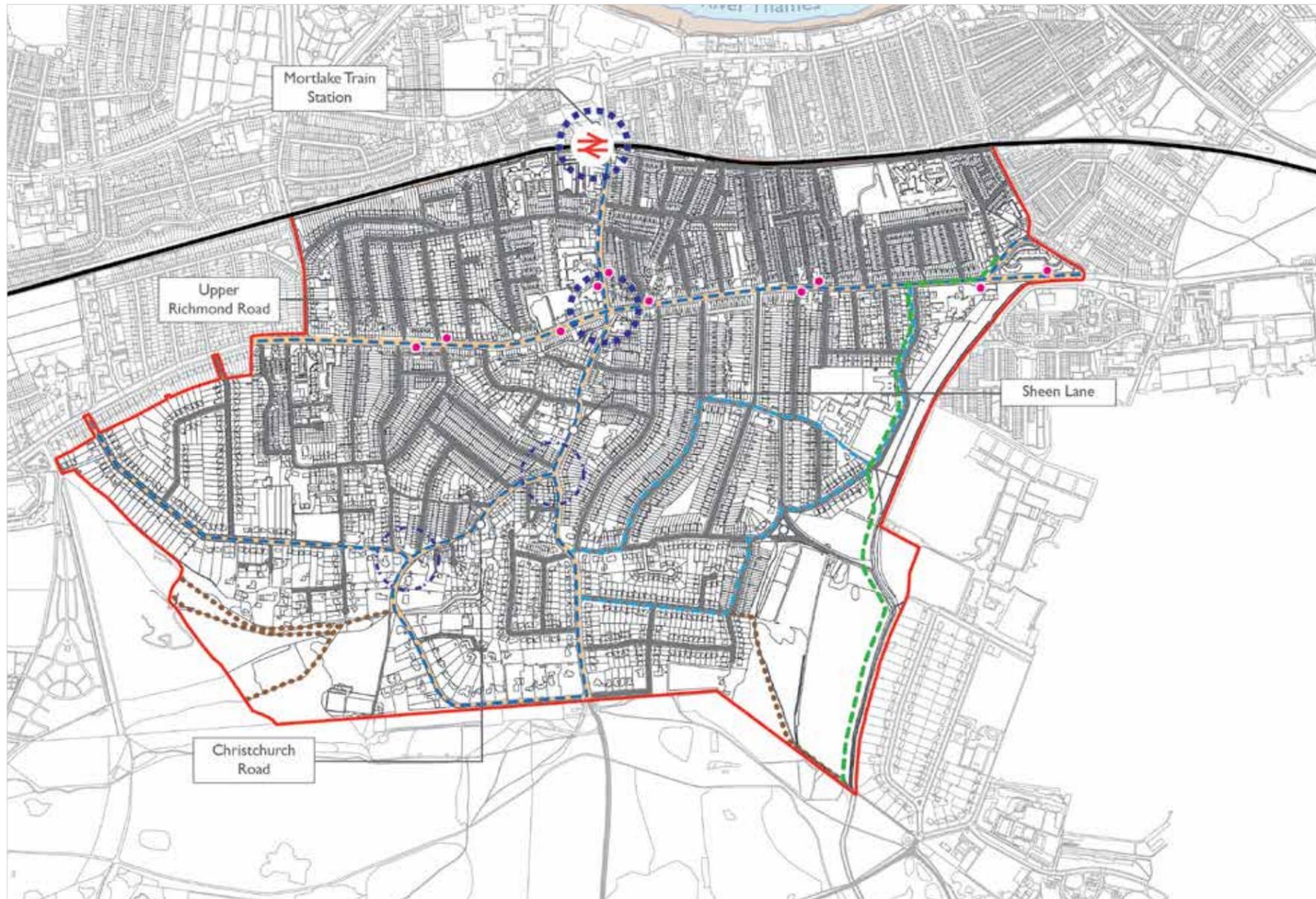
Connectivity and Accessibility

- Regular rail services serve Mortlake Train Station
- Bus services run along Upper Richmond Road West
- There is good quality bus infrastructure
- The village is supported by a range of walking and cycling routes including off road cycle paths, main road cycle routes and quiet cycle routes

Green Infrastructure

- Hertford Avenue Allotments
- Palewell Playing Fields
- Sheen Common
- Old Mortlake Burial Ground
- Richmond Park adjoins East Sheen Village to the south

Connectivity and Accessibility in East Sheen



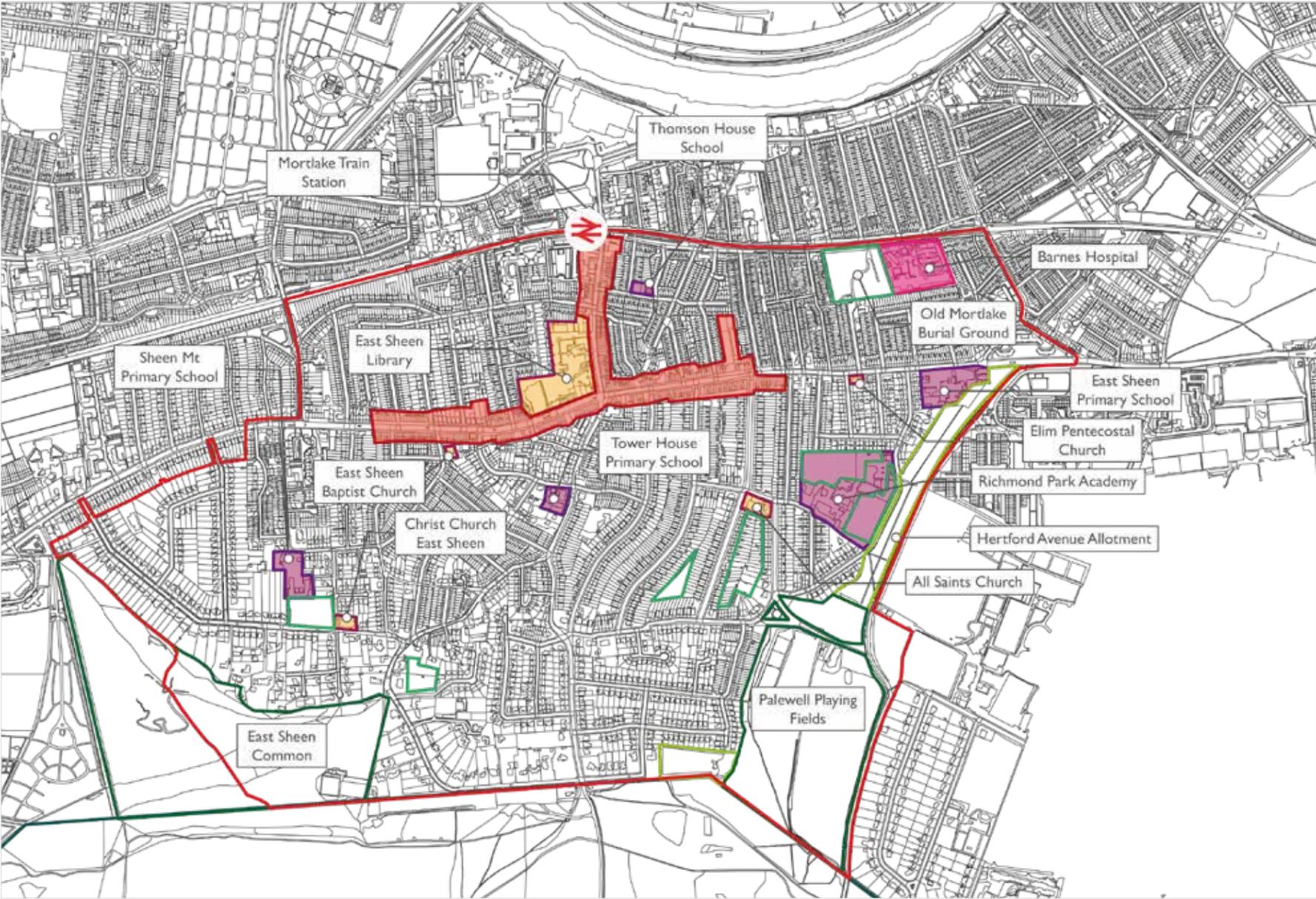
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Facilities in East Sheen

KEY

- SPD boundary
- Local Shops, Facilities, Restaurants, Bars and Cafes
- Community, Leisure, Tourism
- Schools
- Old Mortlake Burial Ground
- Hospital
- Public open space
- Other open land of townscape importance
- Metropolitan open land
- Richmond Park

Open space designations are taken from the Council's Adopted Local Plan Proposals Map 2013



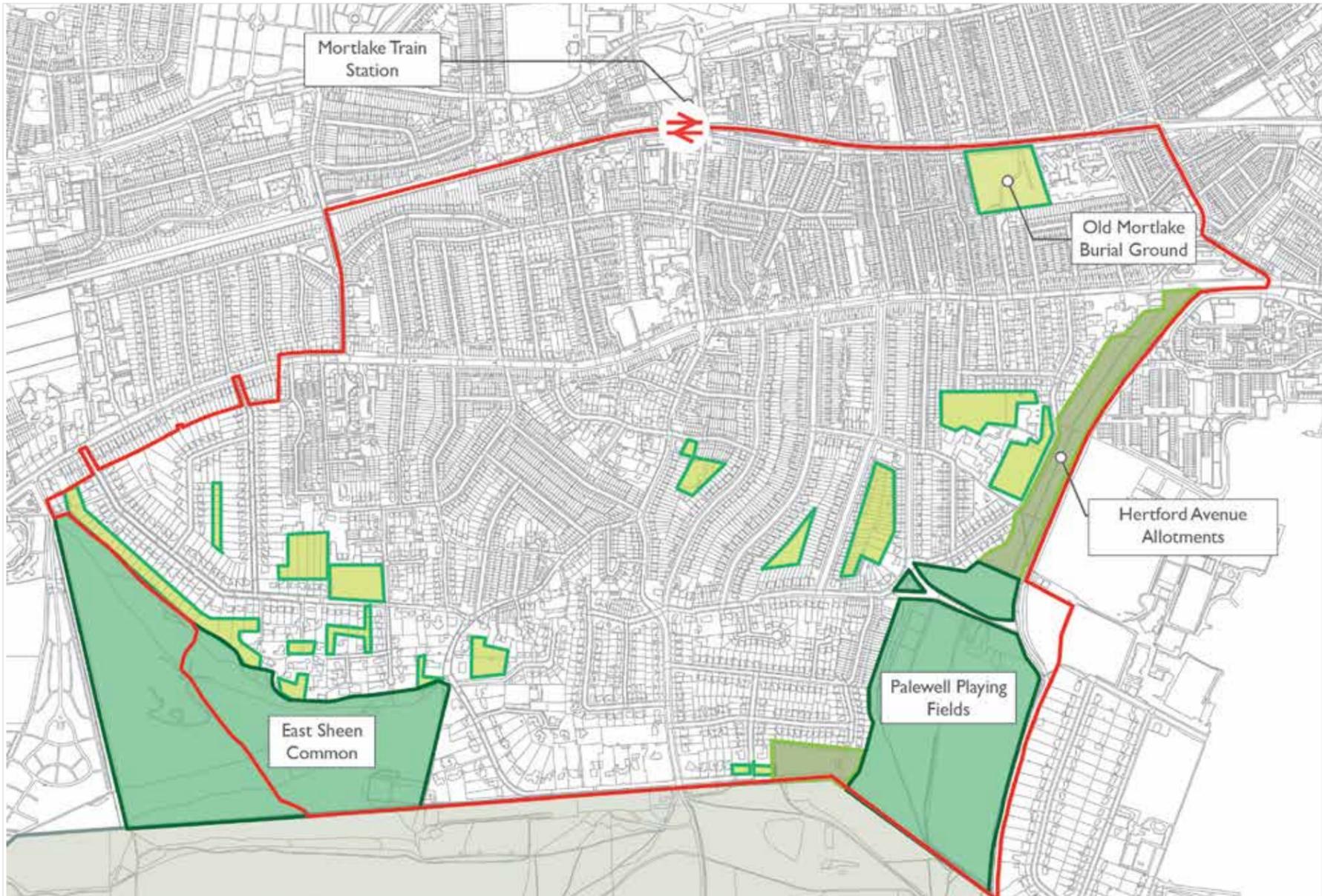
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Green Infrastructure in East Sheen

KEY

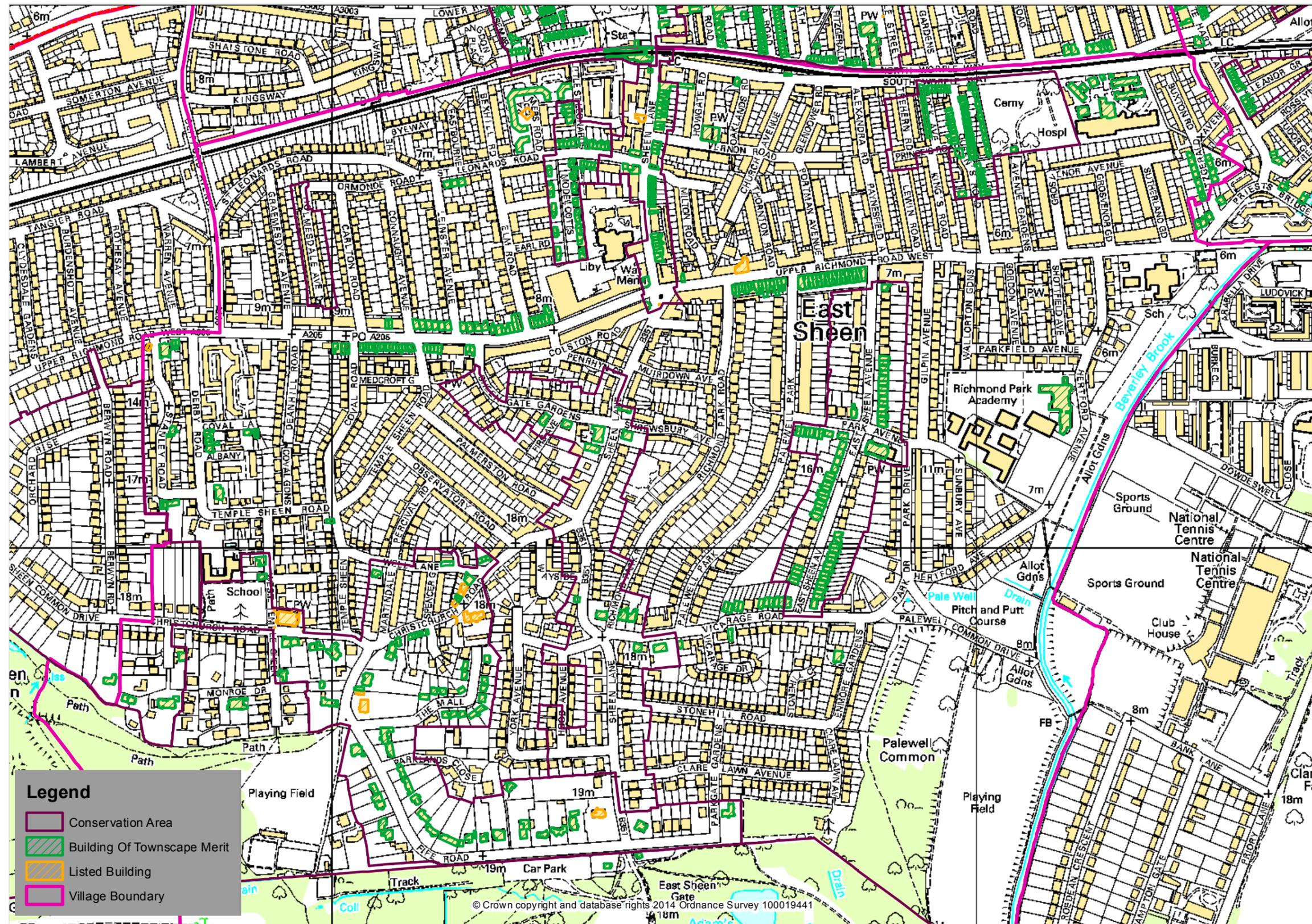
-  SPD boundary
-  Public open space
-  Other open land of townscape importance
-  Metropolitan Open Land
-  Richmond Park

Open space designations are taken from the Council's Adopted Local Plan Proposals Map 2013



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Historic Assets in East Sheen



Note that Archaeological Priority Areas are recorded in the Development Management Plan.

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4. Vision for East Sheen

The vision for East Sheen is to retain the established character of the area.

The vision for East Sheen is to retain the established character of the area.

East Sheen is a predominantly residential area between the River Thames and Richmond Park. Towards the Park there are attractive tree lined streets with large houses, whereas north of the Upper Richmond Road West the character is formed by terraced cottages and houses. Important historic buildings and walls add to local character.

Between these two areas is a major district shopping centre with a mix of multiple and specialist shops, including a large Waitrose and a range of community facilities at the Sheen Lane Centre. The centre of East Sheen is bisected by the Upper Richmond Road West (A205 South Circular) and inevitably this has a major impact on its appearance and character. Opportunities to manage the impacts of the Upper Richmond Road West on the environment and its users will be taken wherever possible.

Opportunities to create a 'centre' for the village at Milestone Green and to support the needs of both the younger and older members of the community will be explored.

Richmond Park, Sheen Common and Palewell Common provide a unique open area for a range of recreational activities and important wildlife habitats and will be protected and enhanced.

The aim is to maintain and enhance the local character and in particular the character of the housing and the distinctive tree lined streets, historic buildings and walls and to improve the convenience of the shopping centre to the community including through its range of uses.

5. Objectives

The East Sheen Village Planning Guidance SPD has been developed to meet the following objectives, which correspond to those in the Council's Design Quality SPD.

Identify local character – to identify local character and historic assets for enhancement or protection.

Promote high standards of design - through high quality illustrative material and simple guidance and advice to local residents and businesses.

Development Management – to set design guidelines for householders, developers and the Council (in relation to public realm) to encourage high quality development through the submission of proposals that are appropriate for the area.

Implementation of schemes – to provide advice for householders and businesses that will help them achieve repairs and modernisation which respects local character, and where possible restore original details which have been lost during earlier modifications.

Design Review – to provide a framework for the Council to use in reviewing the effectiveness of planning and other public realm decisions.

Local Policy Context - to identify those statutory policies (Core Strategy and Development Management Plan) which are essential to addressing local issues. (See paragraph 2.3 above and Appendix 1)

6. Character Area Assessments

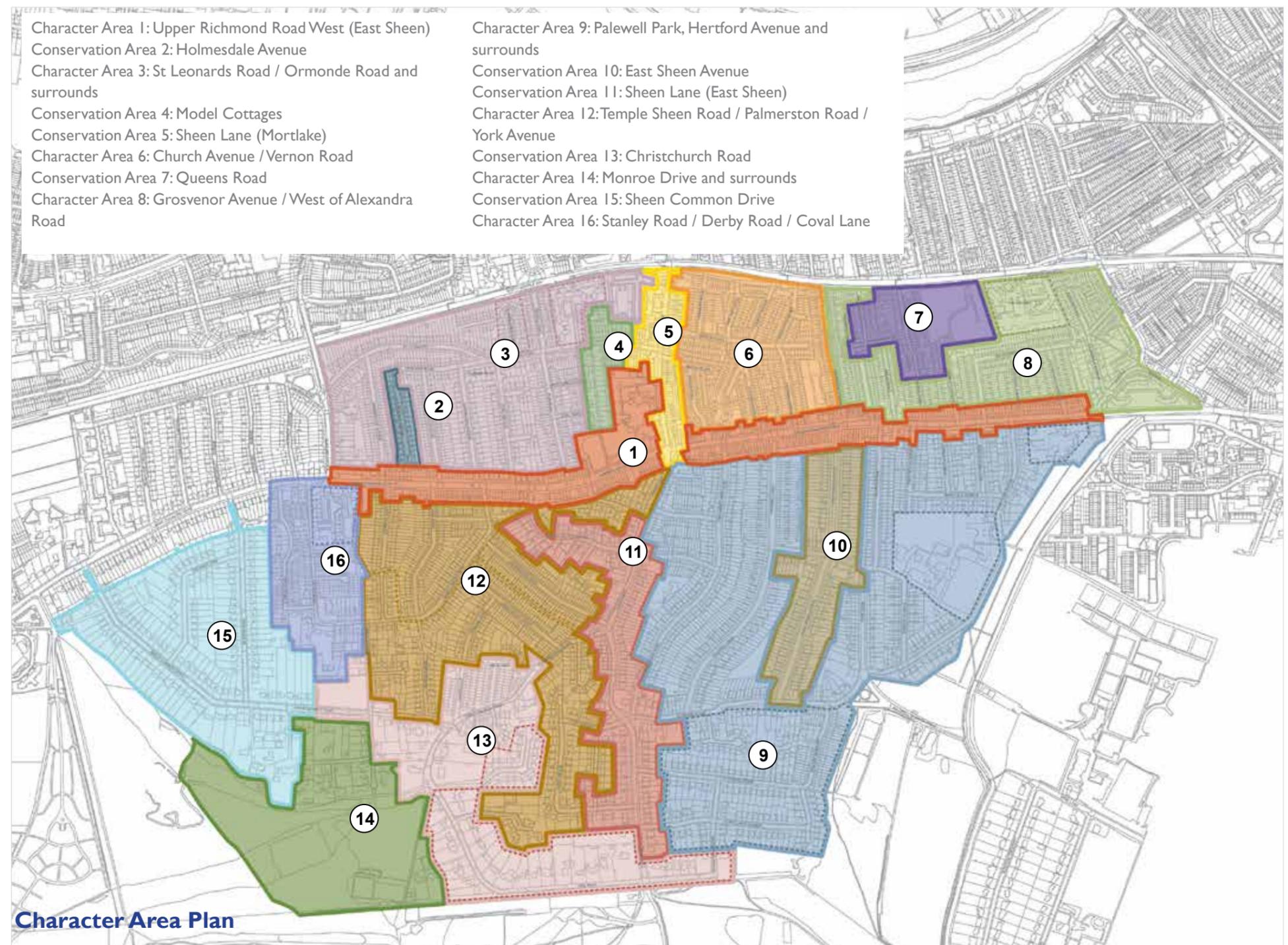
The identification of local character is one of the primary objectives of the SPD.

The character area assessments sub-divide the village into a smaller set of sub areas, some of which are further sub-divided.

Each area has been defined by grouping properties where a large proportion have similar characteristics, features and materials. These have been identified and recorded.

A number of the areas included within this Section are adopted Conservation Areas. More information regarding Conservation Areas can be viewed at http://www.richmond.gov.uk/home/services/planning/conservation_areas.htm

Some areas are the subject of what is known as an Article 4 direction. These remove certain Permitted Development Rights from properties. This means that if you want to extend or alter your home in a way that would normally be allowed under permitted development you will need to apply for planning permission to do so. The fact that permitted development rights have been removed does not automatically mean that planning permission will not be granted, but careful consideration will be given as to the effect that the proposal will have on the character and appearance of the local area. Information on Article 4 Directions can be viewed at http://www.richmond.gov.uk/home/services/planning/conservation_areas/article_4_directions.htm



Character Area I:

Upper Richmond Road West (East Sheen)

Character Summary

Upper Richmond Road West in East Sheen is an often congested key transport route connecting Putney and Richmond. It acts as a high street for the village. Building use is predominantly retail and commercial, with some houses and mansion blocks, often with shop fronts at street level.

Sheen Lane (Mortlake) Conservation Area splits the character area in two. To the east lies predominantly Edwardian parades and mansion blocks with shop fronts at street level. It is more intimate in scale and architecturally more coherent than the western portion. Arts and Crafts detailing such as applied timbering on the gables prevail and many are designated Buildings of Townscape Merit. Few original shop fronts survive, though the survival of original windows is better at this end of the road. The Grade II-listed Hare and Hounds pub which dates from the early nineteenth century is all that remains of the earlier High Street.

The small section of the High Street included in the Sheen Lane (Mortlake) Conservation Area is centred on the war memorial and former market square and is now a busy junction. This area is known as Milestone Green and it once formed the centre of the medieval hamlet of East Sheen. It also includes two banks (both Buildings of Townscape Merit) which offer grand facades. The southern side of the High Street includes the start of a long red brick classical frontage, built in the 1930s.

Continuing westwards, beyond post WWII infill on the northern side of the road, lie a number of late nineteenth century properties in yellow brick, often with Venetian windows at first-floor level and shop fronts below; all are Buildings of Townscape Merit. Immediately after these are a group of distinct c.1900 detached houses which have a staggered building line and have large gable ends. They are also Buildings of Townscape Merit reflecting their consistent character, which are little altered, except for their less coherent front garden boundaries. After an Art Deco inspired block and another long Edwardian parade on the south side of the road, again all Buildings of Townscape Merit, the road becomes predominantly residential with properties of varying dates.

Main Characteristics

- Key route acting as the High Street for the Village, predominately retail and commercial.
- Lack of coherence with separate developments not often consistent with one another.
- Very few buildings are more than three storeys high along the entire length.
- Pavements are wide along the entire stretch and are sometimes used as spill out space by shops or cafes.

Dominant Materials and Features

Key characteristics include: Street trees, street lamps, gables, applied timbering, mansards, red and yellow brick, shop fronts.

Threats from development

- Poor quality shop fronts threaten the historic character of the High Street.
- Impact of heavy traffic and car-dominated urban realm on buildings.
- Use of uPVC windows.

Opportunities

- Careful upgrading and future design of shop fronts would help to preserve and enhance the character of the area.
- Explore the possibility of creating a more formalised spill out seating space for cafes, utilising the particularly wide pavements on Upper Richmond Road West, with particular opportunity at the East Sheen Avenue end.
- The early twentieth-century building 'Clifford House' on the corner of Upper Richmond Road West and Clifford Avenue (formerly a car showroom) is in a prominent location and forms a gateway feature into the area. Opportunities to restore the building and surrounds in keeping with the character of the area should be explored.
- The wide pavement along the north of Upper Richmond Road West provides an opportunity for improving and enlivening the street scene.
- If the more modern buildings at Milestone Green are redeveloped their replacement should be sympathetic to the setting.
- Utilising the wide pavements to the west of Connaught Avenue and Leinster Avenue.



Upper Richmond Road West



Upper Richmond Road West



Upper Richmond Road West



Character Area 1: Upper Richmond Road West (East Sheen)

Conservation Area 2:

Holmesdale Avenue

This section provides a summary of the main characteristics of the Conservation Area. More detailed information can be viewed using the link provided.

Character Summary

This Conservation Area lies within the suburban area between the centres of East Sheen and Richmond. The area was designated a Conservation Area in 2003.

Holmesdale Avenue is an area of exceptional and attractive houses set in a secluded cul-de-sac. The houses lie in a straight tree-lined avenue with only modest spaces between buildings. The area has small, well planted front gardens behind continuous low brick boundary walls.

There are fifteen pairs of semi-detached houses and two detached houses at the south end, designed in a consistent and distinctive Arts and Crafts style. These two storey houses display an alternating pattern of either gabled or half-hipped roofs and alternating use of red brick or roughcast render to front walls. The steep plain tiled roofs with projecting eaves and brick chimneys unify them. There are enclosed porches and bays to each house set at a 45 degree angle to the frontage.

The area is remarkably unspoilt with many original architectural features such as decorative brickwork including panels of herringbone, brick arches and tile courses, timber casement windows including some leaded lights and stained glass and distinctive porthole windows.

Dominant Materials and Features

Key features of note are: gabled or half-hipped roofs; red brick; roughcast render; steeply-pitched roofs; plain tiles; projecting eaves; brick chimneys; decorative brickwork; brick arches; tile courses; timber casement windows; leaded lights; stained glass; porthole windows; and street trees.

Threats from development

- Loss of traditional architectural features and materials due to unsympathetic alterations.
- Lack of coordination and poor quality of street furniture and paving.

Opportunities

- Preservation, enhancement and reinstatement of architectural quality and unity.
- Coordination of colour and design and improvement in quality of street furniture and paving.
- Investing in pavements and public realm as required.

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm



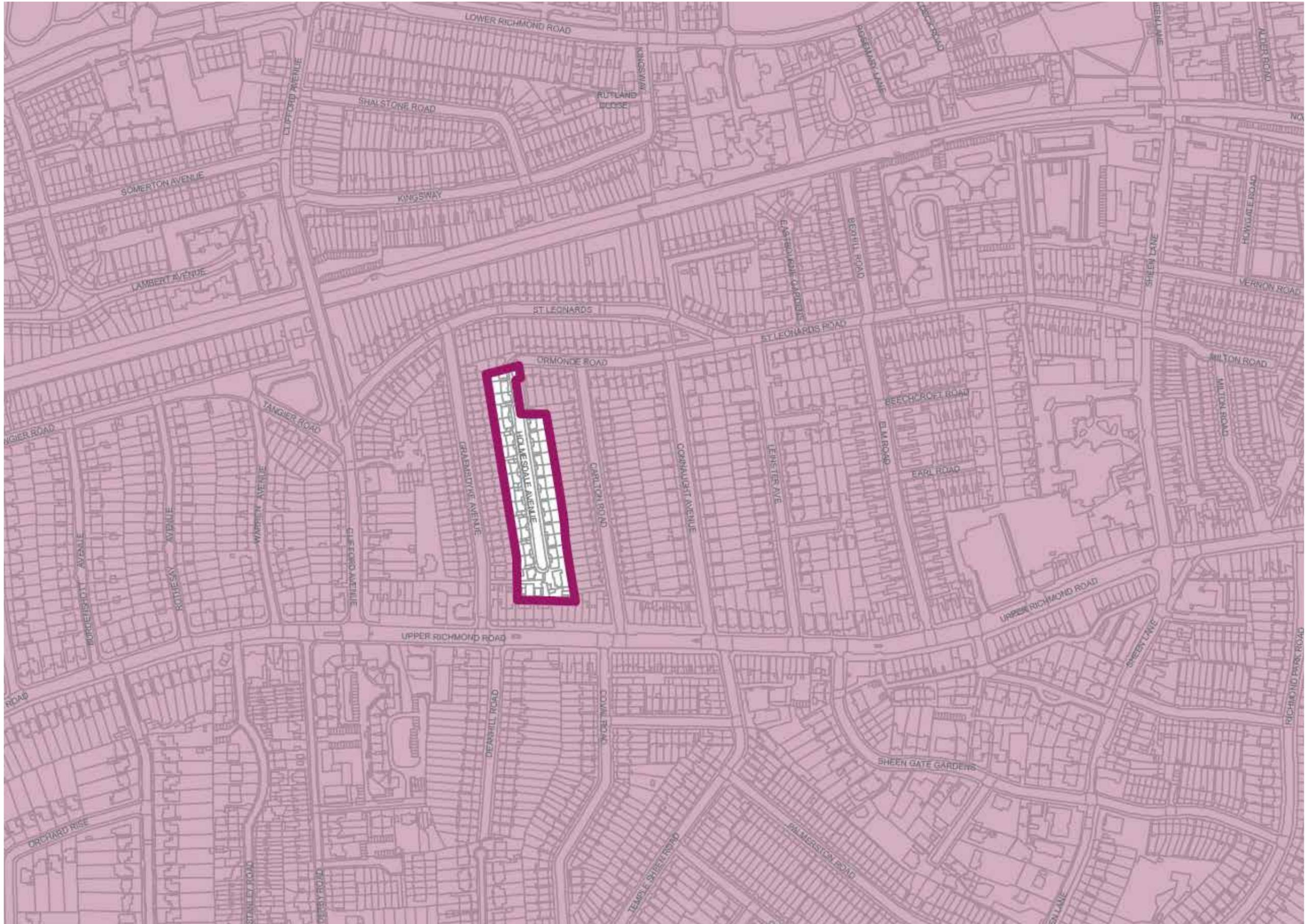
Holmesdale Avenue



Holmesdale Avenue



Holmesdale Avenue



Conservation Area 2: Holmesdale Avenue

Character Area 3:

St Leonards Road / Ormonde Road and surrounds

Character Summary

This character area covers development between the railway line and Upper Richmond Road West, to the west of Sheen Lane. St Leonards Road and Little St Leonard have some houses which date back to the 1840s. A few terraces on St. Leonards Road and Elm Road (together with the cul-de-sacs of Beechcroft Road and Earl Road) were built in the late nineteenth century. However the network of residential streets display various predominantly Edwardian architectural details. The exceptions to this rule are Carlton Road, Connaught Avenue and some houses on Ormonde Road, which are more restrained and probably c. 1900, with sash windows, red and yellow brick being dominant, although ornamental porches are also prominent.

Elsewhere eclectic Arts and Crafts detailing such as roughcast render and applied timbering are the norm, some also have particularly low eaves and steeply pitched roofs. A distinct group of five properties on Leinster Avenue have shaped gable semi-circular porches which incorporate the front door. Inconsistencies in painted brick or render and some paved front plots mean it is not a coherent group.

Main Characteristics:

Pleasant, leafy residential streets with little traffic displaying varying Victorian and Edwardian architectural details.

Dominant Materials and Features

Key features include: Edwardian and Victorian architectural details, patterned tiles, brick arches, clipped gables, steeply pitched roofs with projecting eaves, welsh slate, clay tiles, roughcast render, applied timbering, porches, street trees, brick dwarf walls.

St. Leonards Court

St. Leonards Court is a small interwar housing estate of good quality. An unusual feature of this sub-area is the Grade-II listed air raid shelter, built 1934-38 for the residents of St. Leonards Court, of which there was space for roughly half the residents at the time.

Dominant Materials and Features

Features of note are: Red brick, clay tiles, street trees, hedges, grassed areas.

Threats from development

- Replacement uPVC windows and the paving of front gardens should be discouraged where possible to prevent further loss of character.
- Roof coverings are currently consistent to a degree and there are a limited number of skylights, but these should be monitored.
- The air raid shelter is on the Heritage at Risk Register.
- Rear dormer extensions.

Opportunities

- Higher quality improvements to the conditions of pavements are desirable, especially where green verges have been filled in with tarmac and at intersections where poured concrete has been used.
- The area includes Mortlake station passage which contains a Victorian wall of quality and character.



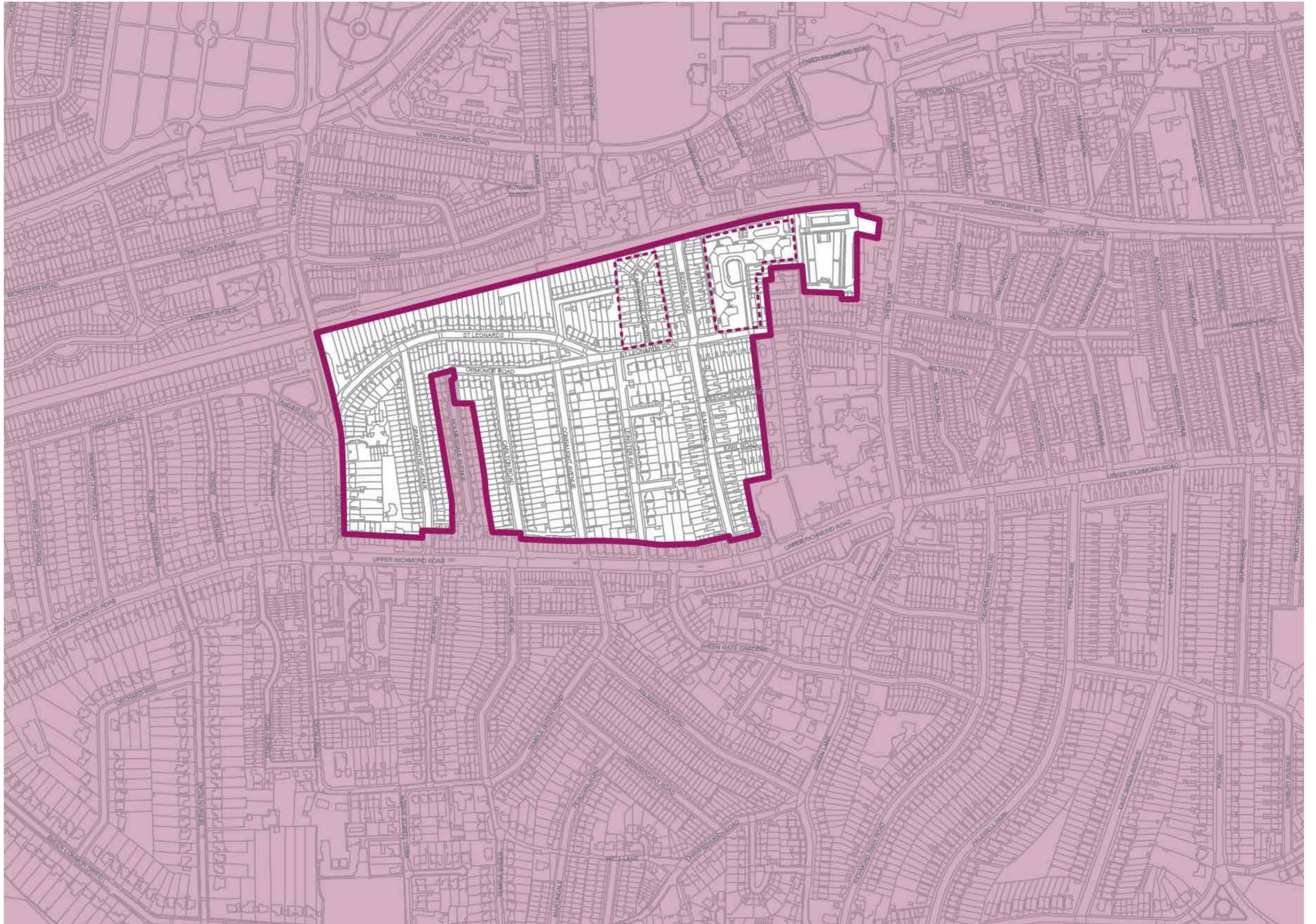
St Leonards Road



St Leonards Court



Leinster Avenue



Character Area 3: St Leonards Road / Ormonde Road and surrounds

Conservation Area 4:

Model Cottages

This section provides a summary of the main characteristics of the Conservation Area. More detailed information can be viewed using the link provided.

Character Summary

The Conservation Area runs north and south from St Leonards Road and includes Model Cottages, some houses on St Leonards Road and its northern extension Little St Leonards. It is set to the north of the Upper Richmond Road West. The Conservation Area designation was made in 1982.

Model Cottages

Model Cottages is an attractive backwater of quaint mid nineteenth century two storey villas set back from an informal, almost rural, path, with large well-tended front gardens.

The character of this group derives partly from the layout, the path access and long gardens, and partly from the distinctive design of the houses. The access is dominated by front gardens. Its seclusion, narrowness and lack of kerbs give it the feeling of a pedestrian route, although cars have access to the front gardens from the southern end. The planting is mature, plentiful and varied. There are no rear gardens.

Many of the cottages have been extended to infill the front of the side wing, but because of the generous spacing between them, the overall character has not suffered

significantly. There are no dormer windows and the rooflines are intact. The cottages are subject to Article 4 direction.

Dominant Materials and Features

Semi-detached two storey houses, varied coloured brickwork, hipped roofs, welsh slate, timber sash windows, large chimney stacks, layout, path access, long gardens, and mature planting.

St Leonards Road

The houses of St Leonards Road are brick or render, of two to three storeys with low hipped slate roofs; some windows have brick arches and there is some rendered detail window architraves and porches. The long gardens to the rear of the properties in St Leonards Road are an important element of the street.

Dominant Materials and Features

Two to three-storey houses, yellow brick, render, low hipped slate roofs, brick arches, porches, window architraves, timber sash windows with margin lights and long gardens.

Threats from development

- Development pressure which may harm the balance of the landscape dominated setting.

- Loss of traditional architectural features.
- Loss of front boundaries.
- Lack of coordination, clutter and poor quality of street furniture and paving.

Opportunities

- Improvement and protection of landscape setting.
- Preservation, enhancement and reinstatement of architectural quality and unity.
- Retain and enhance front boundary treatments and discourage increase in the amount of hard surfacing in front gardens.
- Coordination of colour and design, rationalisation and improvement in quality of street furniture and paving.
- The remaining Victorian wall of Hampton Square, which was a concentration of mid-nineteenth century 'two-up, two-down' terraced houses located on the plot of ground now occupied by the Sheen Lane Centre, is of quality and character.

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm



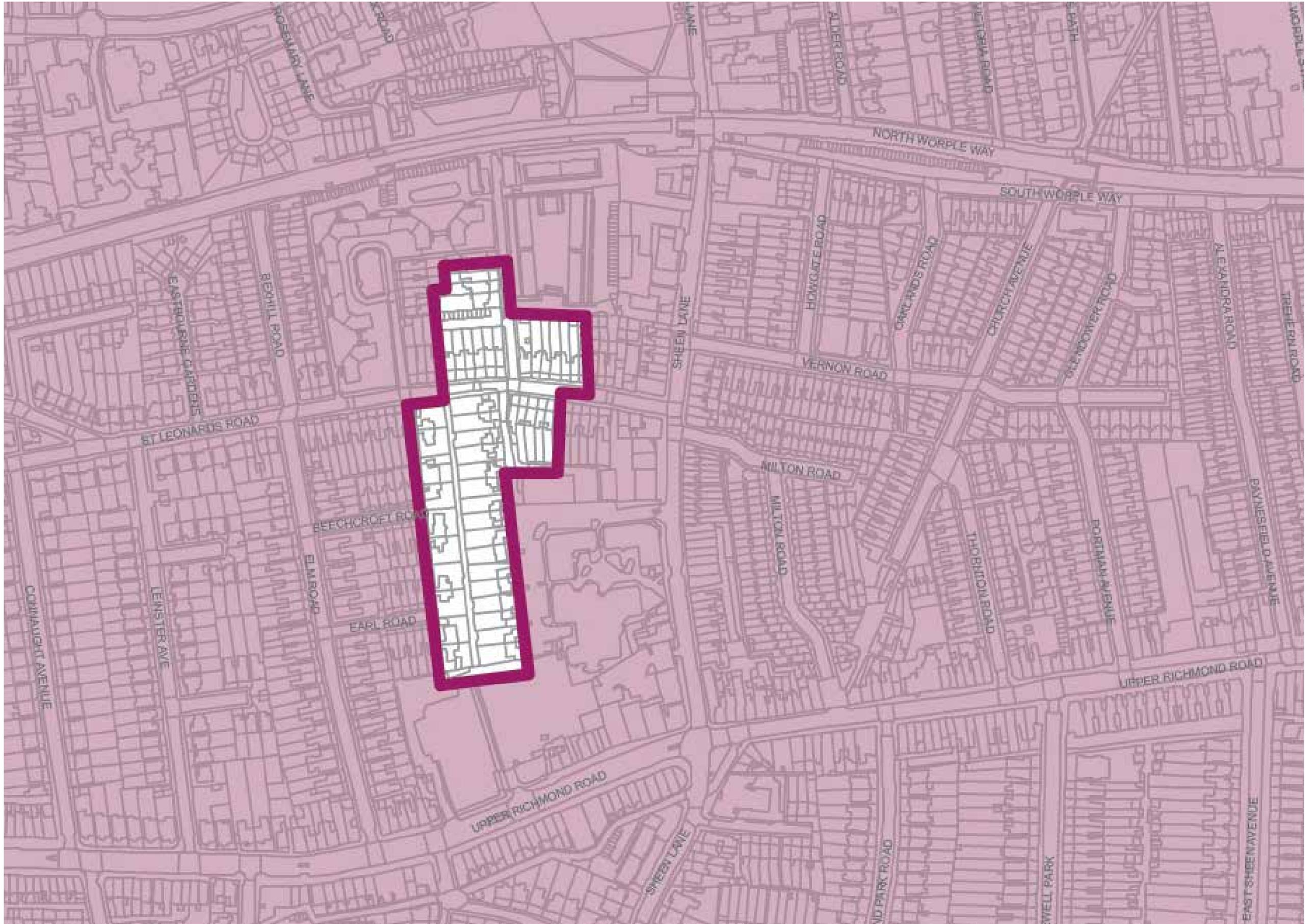
Model Cottages



St Leonards Road



Model Cottages



Conservation Area 4: Model Cottages

Conservation Area 5:

Sheen Lane (Mortlake)

This section provides a summary of the main characteristics of the Conservation Area. More detailed information can be viewed using the link provided.

Character Summary

Sheen Lane Conservation Area is located between Mortlake Station to the north and Milestone Green to the south. The Conservation Area adjoins Mortlake Green Conservation Area to the north and Model Cottages to the west.

Sheen Lane is an ancient route that connects Mortlake village on the riverside and the market town of Kingston, beyond Richmond Park. The majority of the buildings that line the road date from the mid-nineteenth century onwards, associated with the opening of Mortlake Station in 1846. St Leonards Road was the first of the new roads to be laid out after this date and the houses are some of the oldest in the borough.

Sheen Lane Conservation Area is a busy mixed commercial and residential area serving Mortlake and East Sheen. Sheen Lane links Mortlake Green and Milestone Green, guiding a sequence of views north and south along the gently winding lane and forming a gateway between these two areas. Mortlake Station forms the focal point at the north end of the lane, providing both a gateway and a centre of activity for this area.

Sheen Lane is enclosed by a mix of mid-late nineteenth century shops and cottages. The building line to Sheen Lane and the two and three storey scale of buildings on narrow plots provides a unified coherence to this area. There is a diversity of building facades

and roofscapes, with many traditional shop fronts of importance.

The skyline of the buildings along the lane is enlivened by a rich mixture of features such as the unusual stepped gables of no 131-135 and corner towers of no. 63 and no. 40.

Dominant Materials and Features

Mix of late nineteenth-century shops and cottages, two and three storey buildings, narrow plots, diversity of building facades and roofscapes, timber sash windows, mansards, dormers, oriel windows, red and yellow brick, gables, welsh slate, pantiles and shop fronts.

Threats from development

- Loss of traditional architectural features and materials due to unsympathetic alterations.
- Lack of coordination and poor quality of street furniture and paving.
- Domination of traffic and poor pedestrian safety leading to clutter of signage and street furniture.
- Loss of original or quality shop fronts.

Opportunities

- Preservation, enhancement and reinstatement of architectural quality and unity.
- Coordination of colour and design and improvement in quality of street furniture and paving.

- Improvement of highways conditions and pedestrian convenience.
- Opportunities to improve the Milestone Green area possibly as a focal point.
- Retain and improve the quality of shopfronts and signage.
- Mortlake station improvements
 - Improvements to the station appearance whilst retaining important historical features
 - The creation of an attractive station entrance and therefore gateway into Sheen Lane, with environmental improvements and enhanced public realm
 - Ways to enhance the bus/ rail/ pedestrian interchange
 - The policy context for the site which includes Sheen Lane Conservation Area to the south of the station

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm



Sheen Lane Shop Parade



Sheen Lane



Sheen Lane



Conservation Area 5: Sheen Lane (Mortlake)

Character Area 6:

Church Avenue / Vernon Road

Character Summary

This character area incorporates a small network of residential streets between the railway and Upper Richmond Road West. The irregular street pattern is due to Church Avenue, which runs diagonally through the middle of the area. This is a fragment of the ancient Church Path, which connected the Mortlake and East Sheen villages before it was interrupted by the Railway in 1846. Vernon Road crosses Church Avenue in the centre of the area but these are both large streets in comparison with others in the vicinity. They end in cul-de-sacs making the character area quiet and enclosed with only a few roads filtering onto Sheen Lane or Upper Richmond Road West.

The whole area was not developed until the early twentieth century, prior to which it was occupied by a handful of since-demolished large houses and their land. Aside from a few Victorian houses that border Sheen Lane and some post-war infill, the wide leafy streets are all Edwardian compositions. Red brick, roughcast render and clay tiles are common features, although many houses have been painted. There is a wide variety of Arts and Crafts inspired architectural detailing, such as applied timbering, gables with stencil designs and sometimes steeply-pitched roofs, such as those found on Glendower Road. This group in particular shows good consistency in character and front garden boundaries. Likewise, two distinct terraces on the west side of Thornton Road and Church Avenue (on the southern portion) also show good

coherence, although some are painted. These unusual terraces are articulated by a projecting bay with half-timbered gable on every third house, which interrupts the continuous balcony at second storey level.

The impressive former Congregational Church on Vernon Road, a Building of Townscape Merit, might be considered a focal point for the character area. The church was built in 1902 to the designs of F C Howgate, and is noted for its Doulton terracotta work and plaques – one can be seen on the corner of Vernon Road and Sheen Lane. Howgate also reportedly designed the houses on the adjacent Howgate Road and Oaklands Road, although these are unexceptional and share many similarities with other Edwardian houses in the wider area. The Church has recently opened as a school serving the Mortlake and East Sheen areas.

Dominant Materials and Features

Key features of the area include: Red brick, render, applied timbering, leaded windows, timber porches, balconies, clay-tiled roofs, clay chimneypots, brick gate piers with dwarf walls incorporating railings, planted front gardens and street trees.

Threats from development

- There are a large number of replacement uPVC windows on Portman Avenue and some front gardens are paved over; such changes should be discouraged where possible to prevent further loss of character.

- Roof coverings are currently consistent to a degree and there are a limited number of skylights, but this is something that should be monitored.

Opportunities

- South Worple Way has room for improvement as a poor terminus to the streets that lead onto it, with potential enhancement to the concrete panel railway fence, enhanced roads and pavements along some parts and low quality garages dominating the view.
- The remaining Victorian walls of Sheen Elms, behind Nelson Terrace, Church Path leading to Church Avenue from Upper Richmond Road West and the rear wall of 29 Thornton Road on Church Avenue are of significance in terms of their quality and character.



Former Congregational Church, Vernon Road



Church Avenue



Church Avenue



Character Area 6: Church Avenue / Vernon Road

Conservation Area 7:

Queens Road

This section provides a summary of the main characteristics of the Conservation Area. More detailed information can be viewed using the link provided.

Character Summary

The Conservation Area lies immediately south of the railway line and to the west of Mortlake Cemetery. The Conservation Area was designated in 1982 and extended in 1998. Half of the Conservation Area is occupied by a nineteenth century cemetery. The cemetery is bounded to the west by the tight pattern of two storey terraced cottages, some of which face on to the narrow pedestrian alleyways.

The character of the area is determined by its long streets of terraced cottages, contrasted with the secluded greenery of the cemetery with Lodge Avenue as its western boundary.

Queens Road

Queens Road's original architectural character was of simple slate roofed houses with brick detailing. Some cottages have sash windows with yellow brick flat arches and doors with red brick round arches; pairs of houses share a chimney stack. Many houses have had features added and the proportions and glazing pattern of many windows has changed which has affected the areas consistency and detracted from its simple character.

Lodge Avenue

Lodge Avenue adjacent to the cemetery has more decorated features than the surrounding streets. This together with its single sided layout opposite the cemetery's eastern boundary and pedestrian-only access gives an unusual character. Painted iron railings form the boundary to Old Mortlake Cemetery which is a six acre square plot of ground founded in 1854.

Dominant Materials and Features

Key features of the area are: Yellow and painted brick, string courses, timber sash windows, bow windows, fanlights, welsh slate, yellow brick flat arches and shops with original features, historic street pattern, pedestrian alleyways, narrow streets and the cemetery.

Threats from development

- Development pressure which may harm the balance of the landscape dominated setting, and obstruct or spoil views, skylines and landmarks.
- Loss of traditional architectural features and materials due to unsympathetic alterations.
- Loss of front boundary treatments and front gardens to car parking.

- Lack of coordination, clutter and poor quality of street furniture and paving.

Opportunities

- Improvement and protection of landscaping setting.
- Preservation, enhancement and reinstatement of architectural quality and unity.
- Retention and enhancement of front boundary treatments.
- Coordination of colour and design, rationalisation and improvement in quality of street furniture and paving.
- Protect and enhance Mortlake Cemetery burial ground and Lodge.

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm



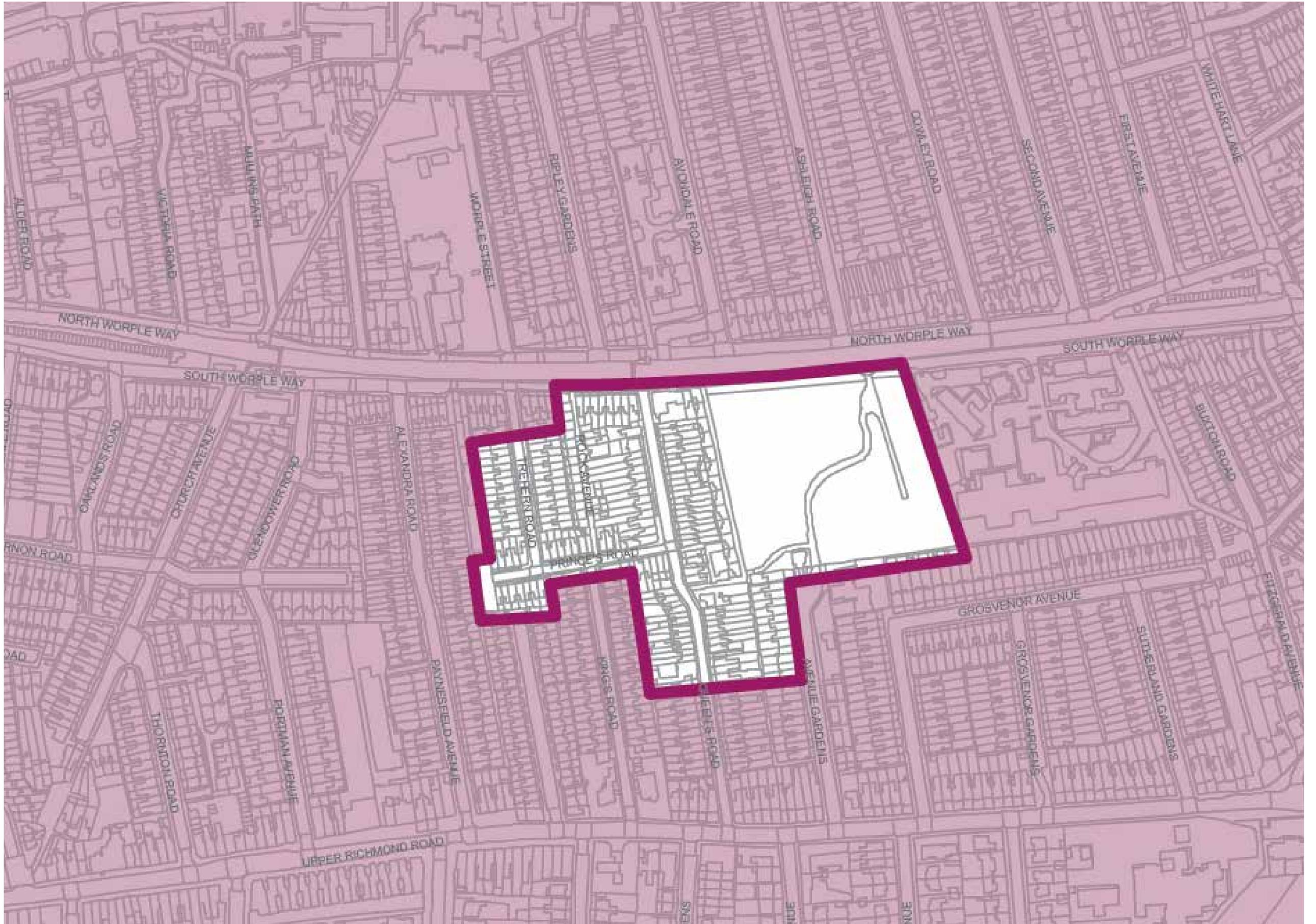
Queens Road



Mortlake Cemetery



Queens Road



Conservation Area 7: Queens Road

Character Area 8:

Grosvenor Avenue / West of Alexandra Road

Character Summary

This area primarily comprises parallel residential streets around the older cemetery and Queens Road development. It lies between the railway to the north and Upper Richmond Road West to the south with little through traffic on the quiet, leafy streets.

Most of the area was developed in the early twentieth century, although there are also pockets of late nineteenth-century buildings. These are found most notably on Fitzgerald Avenue where there are ten exceptional semi-detached houses with coloured brickwork along with roughcast render and applied timbering in some cases. Also on this road is the highly unusual and unlisted 'Folly House' which appears to have been constructed in part from older fabric, with a date stone of 1696. It was, however, most likely conceptualised at a similar time as the neighbouring houses, all of which are Buildings of Townscape Merit.

The small terraced cottages of Alexandra Road, Lewin Road, and King's Road are similar in scale and character, with some small stylistic differences and are probably c.1900. All are built in yellow brick and often display coloured brickwork. Likewise, the terraced houses of Buxton Road share the same similarities, but are larger and have bay windows. The houses on the east side of Avenue Gardens are pleasantly spaced.

Interestingly, most other houses in the area are of broadly the same scale and design to the latter, but with the addition of Arts and Crafts detailing such as gables, applied timbering and roughcast render. They are also of red rather than yellow brick, and are therefore probably slightly later in date. The boundary walls of the cottages show good consistency on each of the streets, but it is more varied elsewhere. Many front gardens have also been paved over. On the whole, the streets in this area are coherent in scale and architectural detailing, although in some cases inter and post war infill detracts from this. The houses on the east side of Alexandra Gardens represent a more spacious recent development.

Within this area lies the former Barnes Isolation Hospital which opened in 1889. The wards were originally built for fever patients and so were broad and light, with open space around them. The doorways were fitted with ramps so that patients could be wheeled outdoors in good weather. In 2001 the existing buildings of the Hospital were extensively renovated and a new extension added to provide community and mental health services. The original buildings which date from the late nineteenth and early twentieth century are all Buildings of Townscape Merit.

Dominant Materials and Features

Key features of the area include: Red and yellow brick, render, applied timbering, bay

windows, clay-tiled roofs, clay chimneys, brick gate piers with dwarf walls incorporating railings, planted front gardens and street trees.

Threats from development

- There are a large number of replacement uPVC windows on Alexandra Road and some front gardens are paved over on most streets; this should be discouraged where possible to prevent further loss of character.
- Roof coverings are currently consistent to a degree and there are a limited number of skylights, but these should be monitored.
- Dominance of street signage.
- Loss of Buildings of Townscape Merit as part of the hospital redevelopment.

Opportunities

- South Worple Way has room for improvement as a terminus to the streets that lead onto it, with potential enhancement to the concrete panel railway fence, planters and/or low quality garages dominating the view.



Fitzgerald Avenue



Kings Road



Barnes Hospital

Character Area 9:

Palewell Park, Hertford Avenue and surrounds

Character Summary

This character area comprises a network of gently winding residential streets and includes All Saints Church and the Richmond Park Academy. The land was sold by the Gilpin family in 1896, following which Palewell Park was developed with semi-detached houses, setting the tone for the development of the surrounding area into the 1930s. Trees line the roads and a few may pre-date the development of the area. The curve of Palewell Park follows a historic field boundary, which also dictated the line of the adjacent Richmond Park Road. The Edwardian houses in this northern part of the area are generally bow-fronted with gables, establishing a rhythm that is made picturesque by curving and slightly hilly streets. Their eclectic architectural treatment includes brick or rendered walls incorporating decorative features such as applied timbering and openwork timber porches.

Houses on the straighter streets to the south of Vicarage Road and east of Gilpin Avenue date predominantly from the interwar period and are less eclectic in appearance, but still employ gabled or bowed fronts. All Saints Church and the school buildings now occupied by Richmond Park Academy are contemporary with the early twentieth century development of the area and are built of red brick, adding to the consistency of character. A feature largely hidden from view is the area of allotments

accessed off Palewell Park and Hertford Avenue.

Front gardens across a large part of the area where originally defined by dwarf walls often with brick piers and incorporating railings or low hedges. The character and appearance of the streets is gradually being impacted by the loss of these features through the creation of insensitive front garden parking.

Dominant Materials and Features

Key features include: Red brick, render, applied timbering, gables, leaded windows, timber porches, clay tiled roofs, clay chimneypots, brick gate piers with dwarf walls incorporating railings, planted front gardens and street trees, green verges in Palewell Park.

Threats from development

- The character of the public realm has been damaged through alterations to pavements, particularly the filling in of green verges with tarmac and the use of poured concrete at intersections.
- Unsympathetic commercial and retail development on Upper Richmond Road West adjacent.
- Further loss of boundary treatments as a result of front garden parking.

Opportunities

- Palewell Park has high quality pavements which could serve as the 'model' in making improvements to other streets in the area.
- The restoration of green verges.



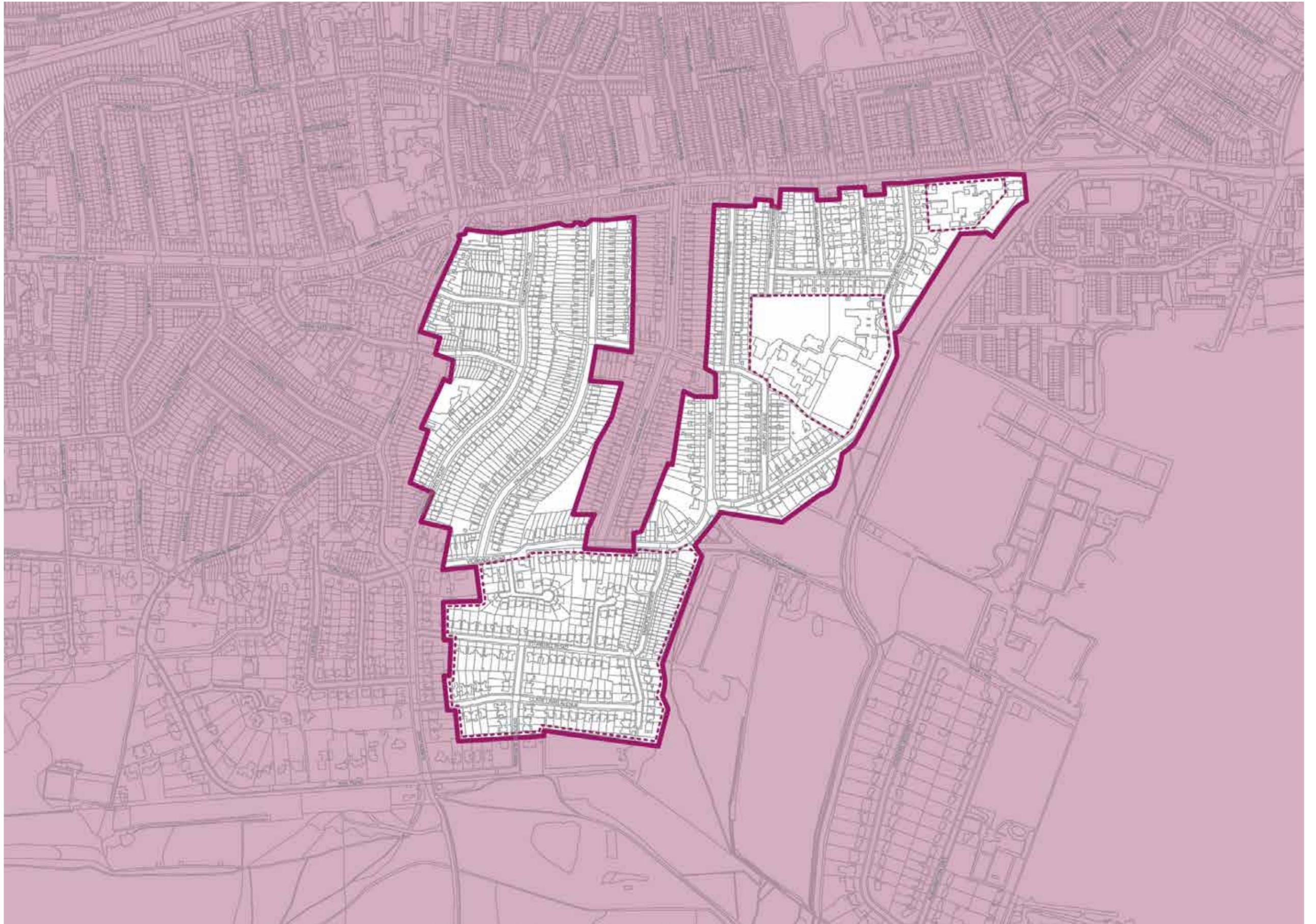
Vicarage Road



Palewell Park



Clare Lawn Avenue



Character Area 9: Palewell Park and surrounds

Conservation Area 10:

East Sheen Avenue

This section provides a summary of the main characteristics of the Conservation Area. More detailed information can be viewed using the link provided.

Character Summary

The Conservation Area lies within the wider area of East Sheen, located along East Sheen Avenue between the Upper Richmond Road West to the north and Vicarage Road to the south. The Conservation Area was designated in 1988. East Sheen Avenue was developed as a distinctive part of the suburban expansion of East Sheen from the late nineteenth century into the Edwardian period.

The area is made up of large semi-detached houses lining a wide avenue of mature trees on the gentle slope between the busy Upper Richmond Road West and Vicarage Road. It retains unusual gravel verges from Park Avenue northwards. The houses are set in large garden plots with spaces between buildings and well planted front gardens defined by boundary walls, fences and hedges to the road. These features all contribute to the pleasant character of the area. The houses are all similar in type, two storeys in scale with steeply pitched plain tile roofs and chimneys and including outstanding example houses of the Arts and Crafts theme.

Dominant Materials and Features

Dominant features of the Conservation Area includes: Large semi-detached houses of two storeys, projecting gables, applied timbering, buttressing, roughcast render, plain

tiles, steeply pitched roofs, bow windows, dormers, hung tiles, porches, balconies, ornate brackets and cornices, a wide street, mature street trees and large plots.

Threats from development

- Loss of traditional architectural features and materials due to unsympathetic alterations.
- Loss of front boundary treatments and front gardens for car parking.
- Lack of coordination and poor quality of street furniture.

Opportunities

- Preservation, enhancement and reinstatement of architectural quality and unity.
- Retention and enhancement of front boundary treatments and discouragement of further hard surfacing of front gardens.
- Coordination of colour and design and improvements in quality of street furniture and pavements.
- The restoration of green verges in the north area of the Conservation Area and improved maintenance in the south of the Conservation Area.
- Ensure original plane trees are protected and seek to replace other trees with this species over time.

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm



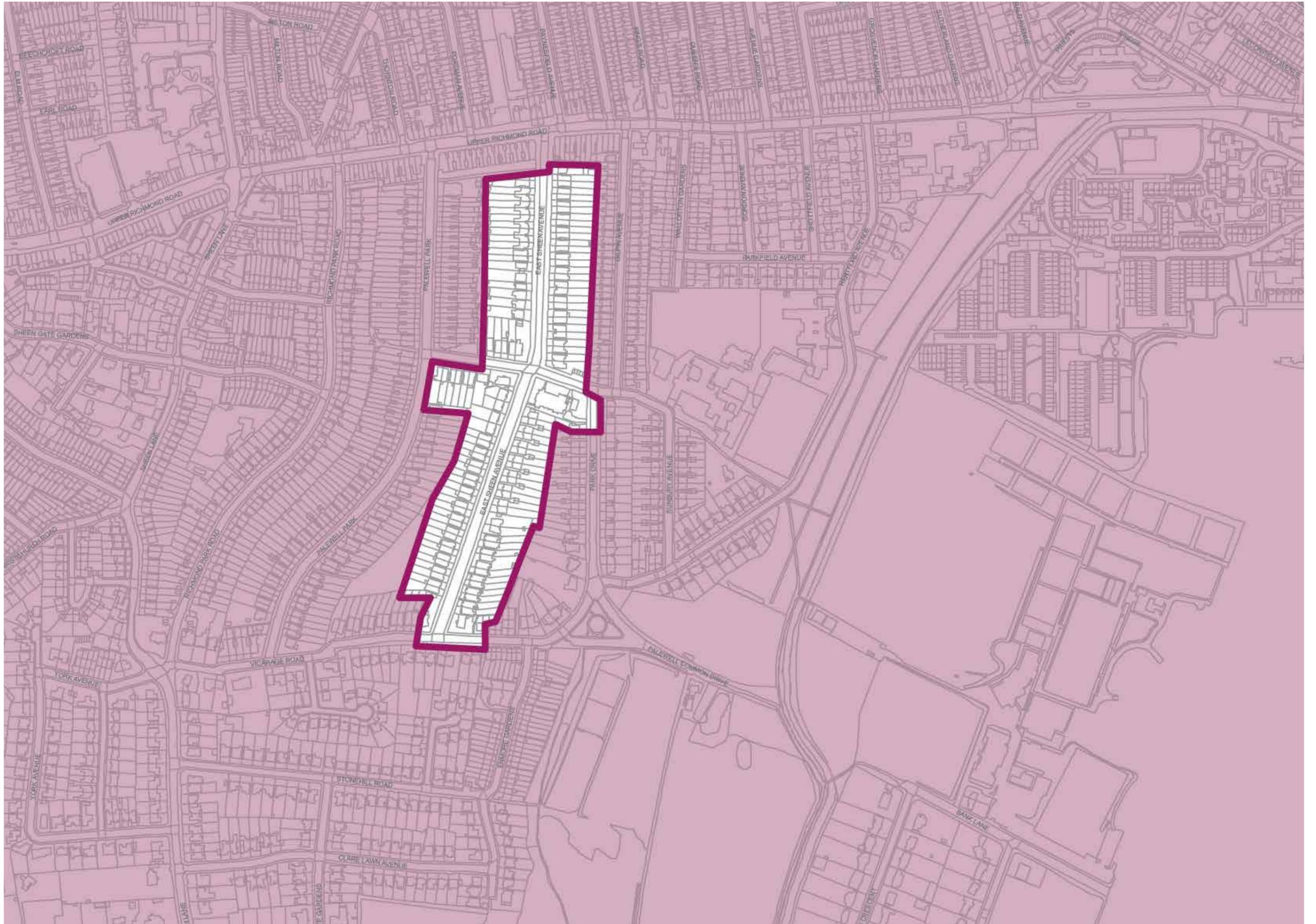
East Sheen Avenue



East Sheen Avenue



East Sheen Avenue



Conservation Area 10: East Sheen Avenue

Conservation Area II:

Sheen Lane (East Sheen)

This section provides a summary of the main characteristics of the Conservation Area. More detailed information can be viewed using the link provided.

Character Summary

Sheen Lane (East Sheen) Conservation Area lies to the north of East Sheen Gate of Richmond Park and adjoins the northern boundary of the Christchurch Road Conservation Area (13).

The area mainly consists of detached and semi-detached residential properties dating from 1900- 1935 and is characterised by distinct groups of similar properties. The earliest properties are of an individual design but from about 1910 they are more uniform, predominantly terraced and semi-detached properties. The main materials are red and brown brick, white painted render and the use of red plain tiles for roofs and tile hanging. Many corner buildings are individually designed, either using turrets in the Edwardian era or open angled corners of the 1920's. Red brick chimney stacks provide punctuating features in the rows of semi-detached houses.

The lane is not straight, but weaves gently, with two narrow points at the Coach House and the Red House. The cohesiveness of the area is provided by the linear feel of buildings of similar height, punctuated by key focal buildings of different styles and heights all fronting the ancient highway of Sheen Lane.

The area is well landscaped with mature trees in front and back gardens making a positive contribution to the townscape. Front gardens contain an enormous variety of trees, shrubs and hedges.

Dominant Materials and Features

Semi-detached two storey houses, gables, applied timbering, ornate brackets, pitched roofs, red and brown brick, hung tiles, plain tiles, bow windows, mature street trees, planted front gardens.

Threats from development

- Development pressure which may harm the balance of the landscape dominated setting.
- Loss of traditional architectural features.
- Paved front gardens and the replacement of original windows with uPVC.

Opportunities

- Improvement and protection of landscape setting.
- Preservation, enhancement and reinstatement of architectural quality and unity.
- Provision of high quality street furniture

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm



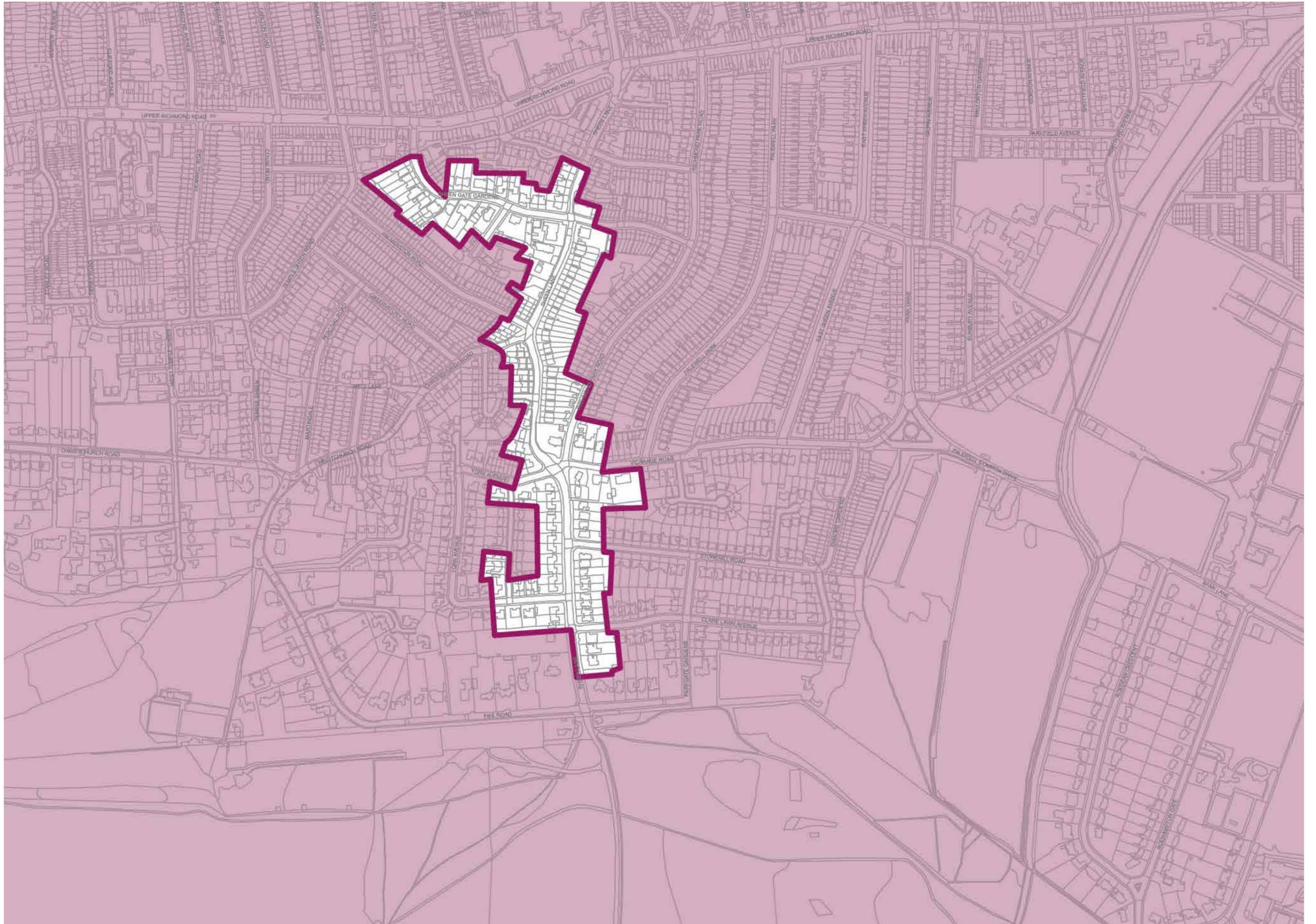
Sheen Lane



Sheen Lane (south)



Richmond Park Road / Sheen Lane



Conservation Area 11: Sheen Lane (East Sheen)

Character Area 12:

Temple Sheen Road / Palmerston Road / York Avenue

Character Summary

This area incorporates a network of residential streets below Upper Richmond Road West and winds around the boundaries of the existing Christchurch and Sheen Lane Conservation Areas. These are wide, leafy streets without much through traffic.

The streets north of Temple Sheen Road, excluding Coval Gardens, are of the Edwardian period. Coval Lodge was not demolished until the interwar period, allowing the cul-de-sac to be developed on the same plot. This accounts for the abrupt end to the earlier Deanhill Road which terminates with what appears to be the old Victorian garden wall. The large semi-detached houses have Arts and Crafts detailing, characteristic of the neighbouring streets with hung tiles and gables. The Edwardian terraces of Deanhill Road, Coval Road and Medcroft Gardens display a greater array of such architectural features.

Palmerston Road

The earliest development in this character area is Palmerston Road of c.1900, when the Temple Grove estate was broken up. Temple Grove was the seventeenth century manor house of East Sheen, owned by the Temple family, later Viscounts Palmerston, until 1805. Their descendants include Lord Palmerston, who was twice Prime Minister in the mid-nineteenth century. Temple Grove survived as a boys preparatory school until c.1900 when it was demolished. Palmerston Road was one of the first housing developments in the area

and the plot follows the northern perimeter of the school grounds. The terraced houses are built in red brick with gables and have distinct, patterned, hung tiles and barge boards. Uniformity is strong despite occasional interwar infill, which is broadly in keeping with their character, and sets the tone and consistency for the following developments in the surrounding area.

York Avenue/Westhay Gardens

South of Temple Sheen Road are predominantly interwar developments, including the two cul-de-sacs below Christchurch Road, York Avenue and the Wayside. These are generally good quality interwar semi-detached and detached houses, which in some instances also display Arts and Crafts-style features. Observatory Road shows good architectural coherence with distinct bow fronted houses and twin porches. Front boundary walls are also consistent.

Westhay Gardens is a small close of 1930s good quality houses with some inconsistencies in frontage features. This character area also incorporates the East Sheen Baptist Church on Temple Sheen Road, a red brick structure with tall windows in projecting bays that rise above the eaves, topped with triangular gables. On Temple Sheen Road is a small late nineteenth century coach house, formerly serving Temple Sheen Villas, and is a Building of Townscape Merit.



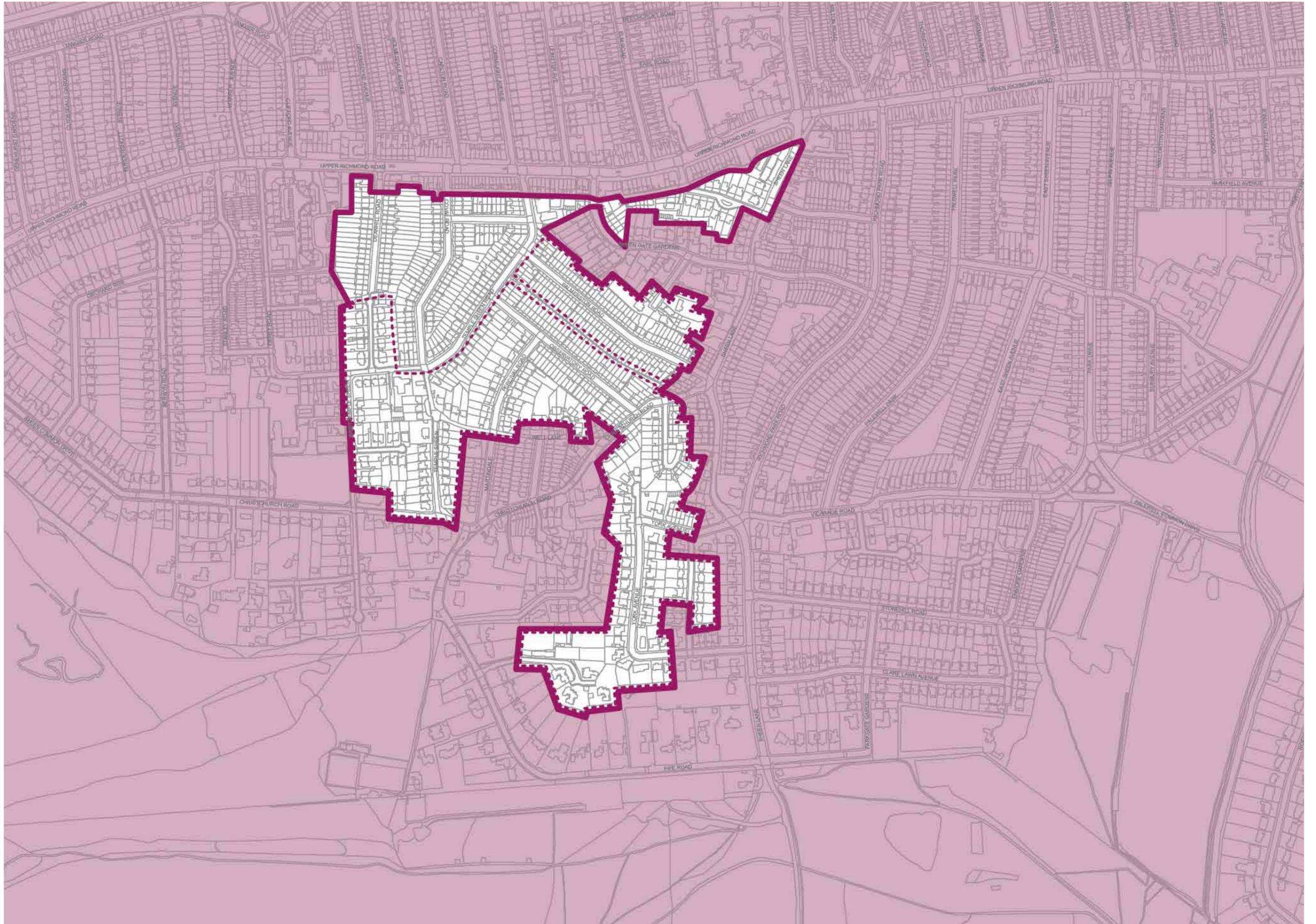
Palmerston Road



Wayside



West Temple Sheen



Character Area 12: Temple Sheen Road / Palmerston Road / York Avenue

Dominant Materials and Features

Key features include: Brick, roughcast render, hung tiles, brick arches, gables, applied timbering, ornamental porches, clay-tiled roofs, curved bay windows, clay chimneys, steeply pitched roofs, brick gate piers with dwarf walls incorporating railings, planted front gardens and street trees.

Threats from development

- On most streets there are some uPVC windows and front gardens paved over; this should be discouraged where possible in the future to prevent further loss of character.
- Roof coverings are currently consistent to a degree and there are not too many skylights, but these should be monitored.

Opportunities

- Opportunities for acknowledging the distinct architectural detailing and strong coherence reinforced by a high survival rate of original features (windows, doors, front boundary walls and mosaic pathways), of the Edwardian Terraces of Palmerston Road should be explored.
- A significant proportion of Hood Avenue is included in the Sheen Lane Conservation Area. The potential of extending the designation to include the remainder of the road, as well as York Avenue should be explored.

- There are Victorian walls within this character area that should be retained:
 - Coval Lodge/ Deanhill House
 - 1a Christchurch Road
 - Merricks Court – the dividing wall between 1 and 2 and 3 and 4 Temple Sheen Villas
 - Temple Sheen Road corner of Temple Sheen
 - West Temple Sheen – wall opposite The Victoria public house – Westhay
 - West Temple Sheen – wall of Sheen Mount School – Sheen Mount
 - Sheen Lane/ Vicarage Road wall to the Red House – Sheen House

Conservation Area 13:

Christchurch Road

This section provides a summary of the main characteristics of the Conservation Area. More detailed information can be viewed using the link provided.

Character Summary

Christchurch Road Conservation Area lies within East Sheen, between Richmond to the west and Mortlake centres to the north. The area is contained by Richmond Park to the south and later suburban development to the north. It adjoins Sheen Common Drive to the west and Sheen Lane to the east. The area was first designated in 1969 and later extended in 1982.

Christchurch Road

Christchurch Road forms the historic centre of the area. The oldest building is The Plough which contains traces of a fifteenth century wall. Its frontage however dates back to the eighteenth century as do many of the surrounding terraces at the eastern gateway to the Conservation Area. The historic cottages are of a varied character predominately two storeys in brick and set behind small enclosed front gardens.

Along Christchurch Road there is a small but important development to the south of five large villas of mixed stock brick, ornate details and substantial brick boundary walls. They are screened to some extent from the road by mature trees.

To the west the architectural character changes with fine large two to two and a half storeys, individually designed, Victorian brick

houses. They are set in large gardens with mature trees and well defined boundaries to the street. Christ Church is a key landmark with its prominent square tower rising above the smaller scale surrounding houses.

Dominant Materials and Features

Key features of the Conservation Area include: Terraces, red and yellow brick, hipped roofs, plain tiles, gables, porches, timber sash windows, front gardens with low pailing fences, mature trees and the Church.

Fife Road

Fife Road contains a number of Victorian, Edwardian and later houses, all individually designed. They are predominately detached houses of two or two and a half storeys, set with large gardens. Boundary treatments include tall fences or brick walls with mature trees and shrubs which gives it a leafy suburban character.

Dominant Materials and Features

Dominant features are as follows: Large detached houses, two to two and a half storeys, large plots, defined fences, hedges and walls, applied timbering, steeply pitched roofs, hipped roofs, gables, applied timbering, timber cornices, sash windows, leaded windows.



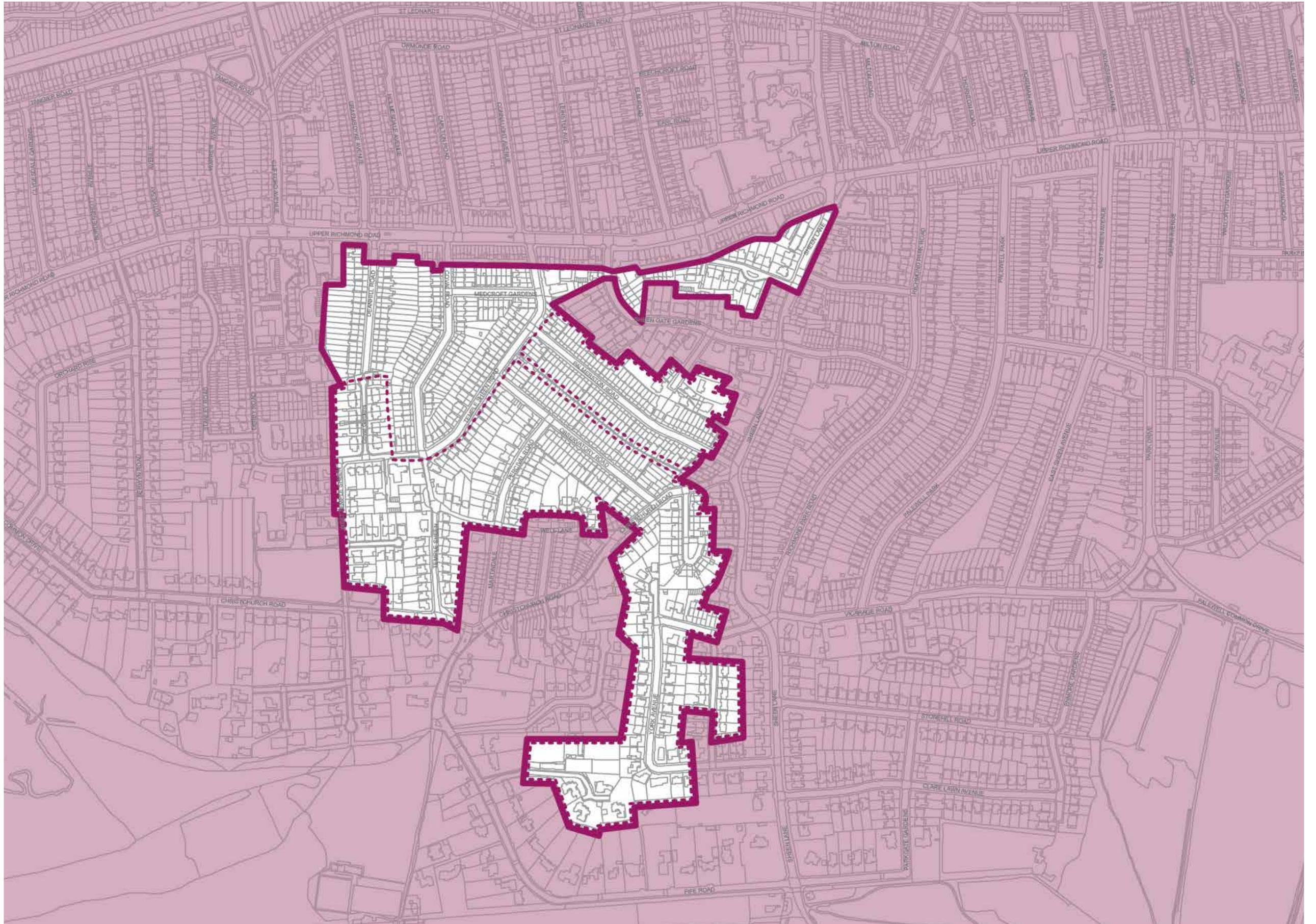
Christchurch Road



Fife Road



The Mall



Conservation Area 13: Christchurch Road

Conservation Area 13:

Christchurch Road (continued)

Martindale and Spencer Gardens

Martindale and Spencer Gardens is made up of unspoilt Edwardian terraced houses of brick and tile with either gable ends or parapet features. The small front gardens have many different forms of boundaries all of which are well planted. The following Victorian walls should be noted for their importance and retention:

- Christchurch Road between Martindale and Spencer Gardens - Spencer House
- Well Lane – south side - The Planes/ Spencer House
- Well Lane – north side - Temple Grove

Dominant Material and Features

Edwardian Terraced Houses, red and painted brick, clay tiles, gables, applied timbering, bay windows, timber sash windows, ornamental porches and street trees.

The Mall

The Mall is an attractive secluded cul-de-sac containing Neo-Georgian detached and semi-detached houses built in 1924 by Robert Atkinson in the grounds of Percy Lodge. Infill development has continued to the present day and is respectful in scale and character of the existing buildings. The properties are the subject of a Article 4 direction.

Dominant Material and Features

Features of note include: Two storey houses, red brick, hipped roofs, pantiles, shutters, timber sash windows, fan lights, and white wash.

Threats from development

- Loss of architectural features and materials due to unsympathetic alterations.
- Loss of front boundary treatments and front gardens for car parking.
- Poor quality street furniture.

Opportunities

- Preservation and enhancement of architectural features.
- Retention and enhancement of front boundary treatments.
- Coordination of colour and design.
- Identification of areas in need of environmental improvement.

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm

Character Area 14:

Monroe Drive and surrounds

Character Summary

This area includes a small isolated pocket of development between Christchurch Conservation Area and Sheen Common Drive Conservation Area, and Sheen Common to the south. Sheen Common is an important open space which includes playing fields including a cricket square and bowling green.

The built environment in this character area relates to a small portion of West Temple Sheen and Christchurch Road along with Monroe Drive and Uplands Close which are both cul-de-sacs. Aside from a large Victorian House on Monroe Drive, development is primarily post WWII. Houses are small to medium detached properties of two storeys and as they are set back from the road, are often partly hidden from view - and therefore the lack of architectural coherence is not so apparent. Large plots, numerous trees and the large expanse of open land to the south ensure that this area feels quiet and uncrowded.

Dominant Materials and Features

Key features of the area include: Two to three storey detached houses, brick, clay tiles, brick dwarf walls, trees, large plots, front gardens.

Threats from development

- The character area is bound by two Conservation Areas and by parkland which means that any new development could potentially have a material effect on these sensitive neighbouring areas.



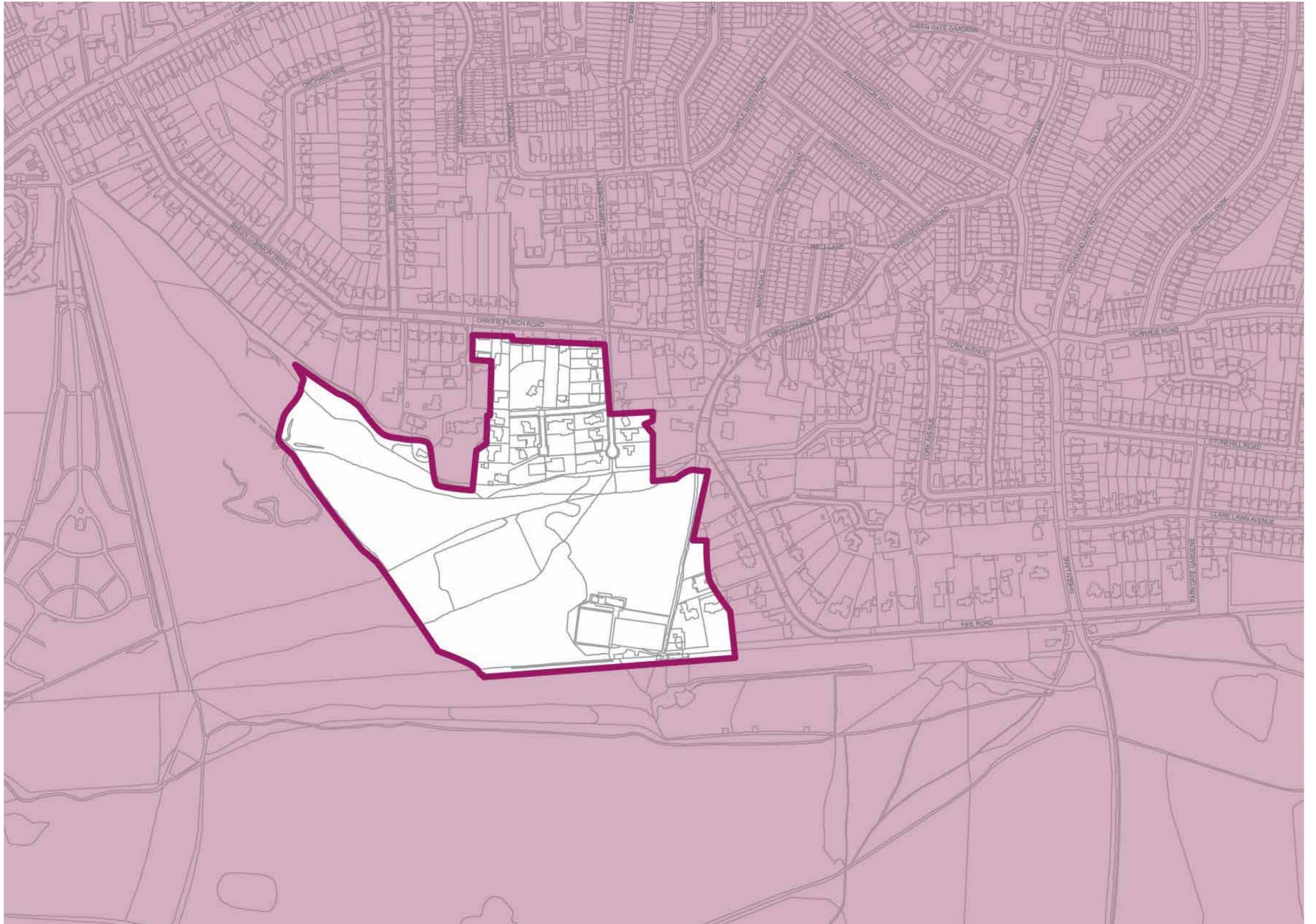
Monroe Drive



West Temple Sheen



West Temple Sheen



Character Area 14: Monroe Drive and surrounds

Conservation Area 15:

Sheen Common Drive

This section provides a summary of the main characteristics of the Conservation Area. More detailed information can be viewed using the link provided below.

Character Summary

The Conservation Area lies between Upper Richmond Road West and Sheen Common. It adjoins Christchurch Road Conservation Area to the East. The Conservation Area was designated in 2004 and extended in 2005. The core of Sheen Common Drive comprises an estate of detached two storey houses built on open land in the period 1925-1932. The triangular shaped area rises from Upper Richmond Road West in the north to the end of Christchurch Road in the south. One side of the triangle is formed by the backs of houses in Upper Richmond Road West, another side by the rears of Stanley Road properties and the properties in Christchurch Road.

The architectural style and materials distinguishes the area, as does the existence of well-maintained landscaped verges between the footways and Berwyn Road and Sheen Common.

Dominant Materials and Features

Key features of the Conservation Area are: Detached and semi-detached two storey houses, red plain tiles, red and brown bricks, pebbledash, hung tiles, casement windows, half-timbered first floors, gables, applied timbering, street trees and wide pavements.

Threats from development

- Development pressure which may harm the balance of the landscape setting.
- Loss of traditional architectural features and material due to unsympathetic alterations.
- Over-massing in respect of infill developments as they have an adverse impact on character.
- Developments encroaching on or over stepping the building line impact on the character of the street

Opportunities

- The improvement and protection of the landscape setting.
- Preservation, enhancement and reinstatement of architectural quality and unity.

Conservation Area Statement: http://www.richmond.gov.uk/home/services/planning/conservation_areas/conservation_area_statements.htm



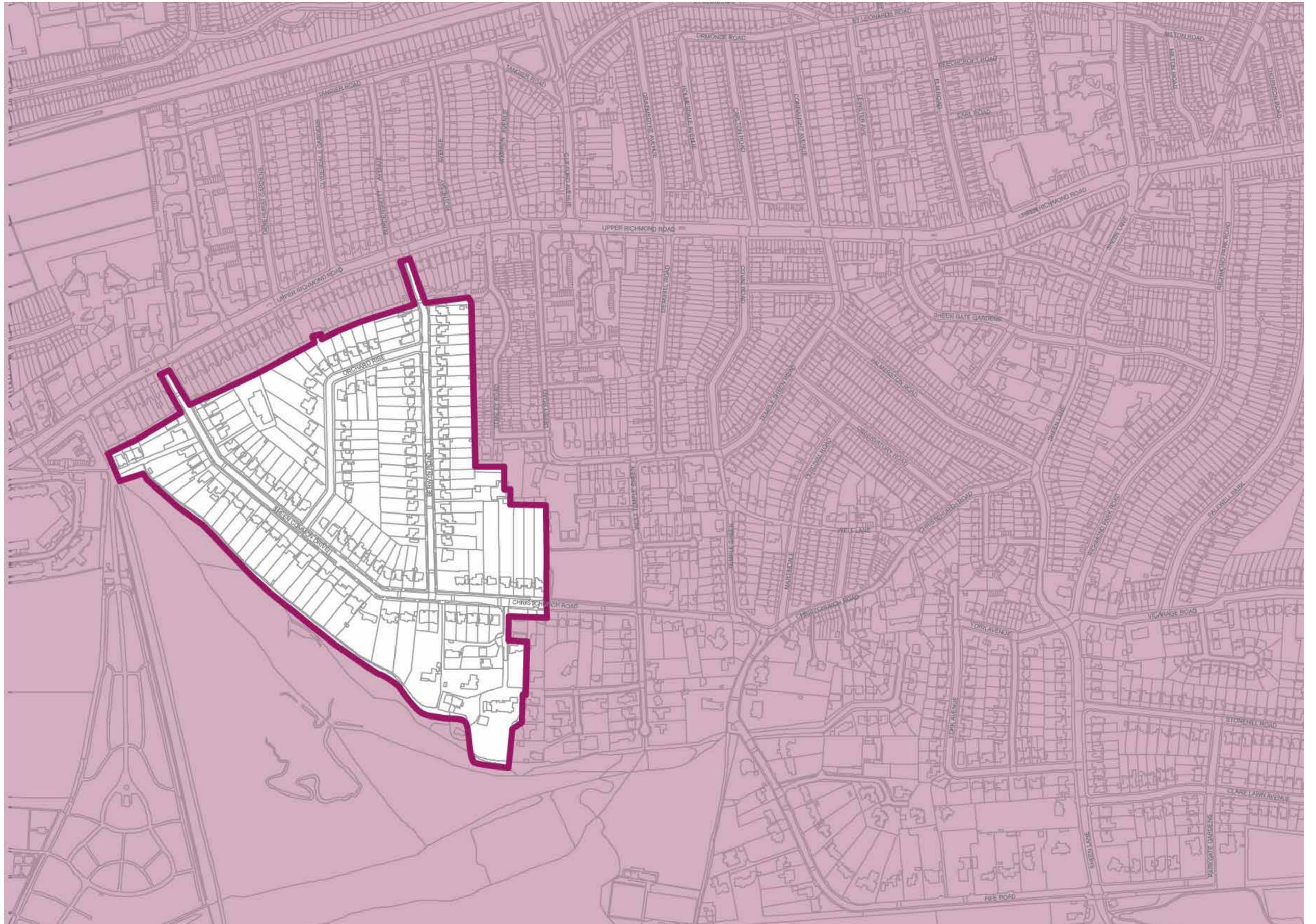
Christchurch Road



Christchurch Road



Sheen Common Drive



Conservation Area 15: Sheen Common Drive

Character Area 16:

Stanley Road / Derby Road / Coval Lane

Character Summary

This character area concerns developments off Upper Richmond Road West, around Derby Road and Temple Sheen Road, a route conceived to serve several Victorian lodges from the early nineteenth century. Furness Lodge, a Building of Townscape Merit, is the only one of these lodges which remains, with the rest having been demolished in the post WWII period. Much of the area was developed in the late nineteenth century along Derby and Stanley Road, the latter being a new road which has a distinct curve in the middle to accommodate the former house and garden of Derby Lodge. These are predominantly brick, two storey Victorian cottages with small variations in style and scale which add to their charm.

Waterfield Cottages, designated as Buildings of Townscape Merit, have distinct 'stepped' gables. The result is that the group does lack some coherence compounded by discrepancies in front garden boundaries, painted brickwork and infill from various periods. Nevertheless, there are many good surviving properties, notably the larger semi-detached Victorian house, 29 Stanley Road, and the early twentieth century neo-Georgian former pub, the Derby Arms, both of which are Buildings of Townscape Merit. Opposite this is the Grade-II listed petrol filling station, which dates from 1926 and is one of the earliest surviving examples of its kind.

Other development in this area is largely post-war, on plots where Victorian lodges have sadly been demolished – such as Derby Lodge. These are respectful in scale and character of the surrounding area and are set back from the road by a large front lawn. Likewise, Albany Close is a pleasant cul-de-sac consisting of three two storey terraces in a classical style, and set back from the road with front lawns. On Temple Sheen Road, whilst more varied in style, all properties are of two storeys.

Here front plots are mostly paved and occupied by cars. Overall, the area has an intimate, tight-knit feel due to the small scale of the buildings and quiet streets.

Dominant Materials and Features

Key features of the character area are: Brick, timber sash windows, bow windows, porches, slate, clay tiles, painted render, brick gate piers with dwarf walls, railings and timber fencing and street trees.

Deanhill Court

This is a post-war housing estate, incorporating large blocks of flats in red brick with a strong unified character. They are of good quality and the trees, grassy areas and planting offer a buffer from the road. Within the same boundary is Park Sheen, a smaller block of flats of lower quality and a later date but also well maintained.

Dominant Materials and Features

Brick, unsympathetic modern windows, dwarf walls, timber fencing, street trees and street lamps.

Threats from development

- The further conversion of front gardens into parking spaces and the replacement of windows with uPVC windows would result in a further loss of character.

Opportunities

- Opportunities to formally recognise the merits of some of the Victorian cottages should be explored.



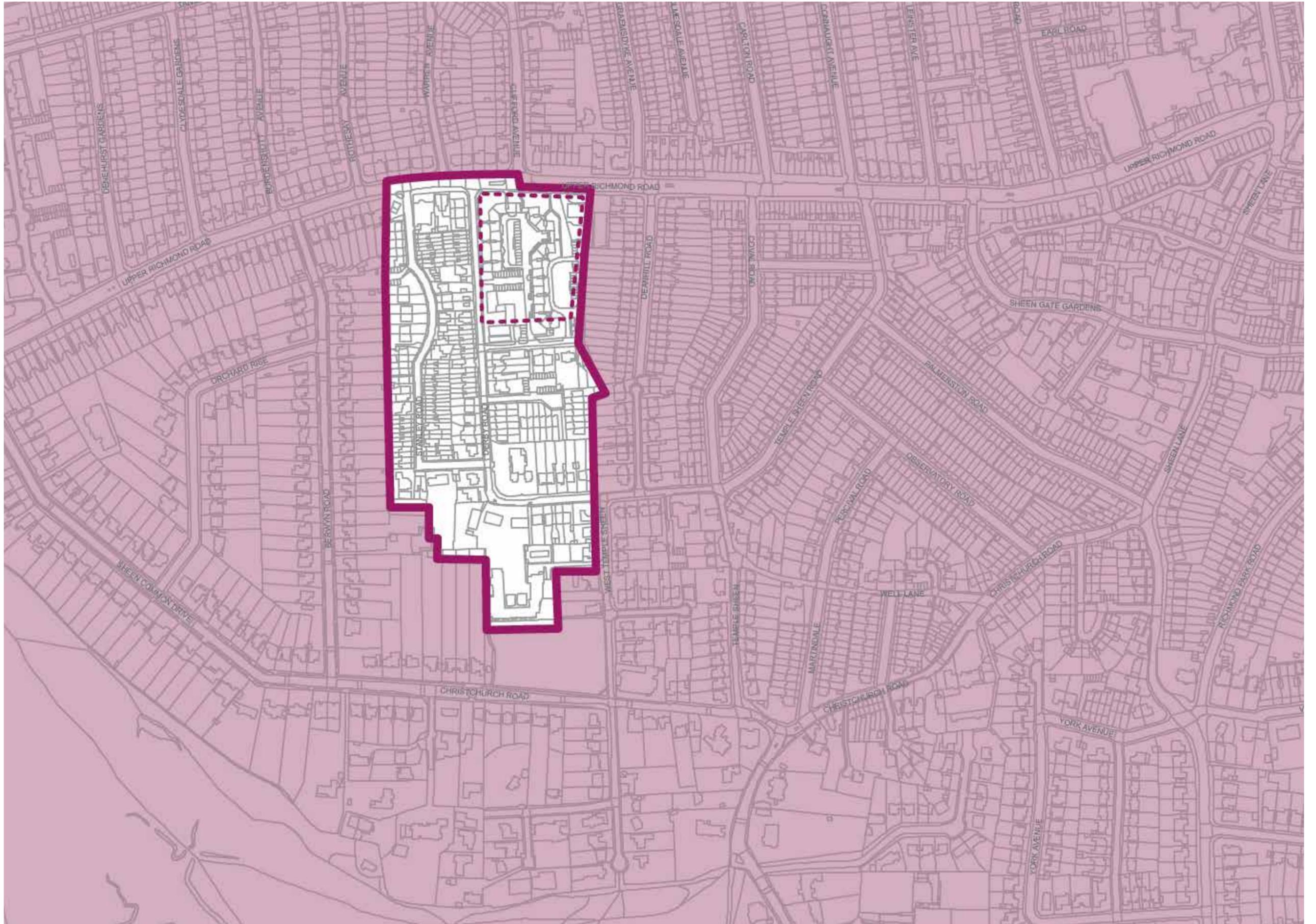
Stanley Road



Deanhill Court



Grade II listed petrol station, Upper Richmond Road West



Character Area 16: Stanley Road / Derby Road / Coval Lane

7. Features and Materials

The architectural features and palette of materials used in the construction and decoration of buildings are a large part of what makes up the character of an area. They vary depending on when and where a building was constructed. Even for buildings of the same period, subtle differences in construction materials can be what distinguish buildings in one part of the country from another, contributing to local distinctiveness.

Guidance here supplements the Council's range of existing Supplementary Planning Documents and Guidance which can be found at https://www.richmond.gov.uk/supplementary_planning_documents_and_guidance

Materials

Though largely developed in the early twentieth century, East Sheen has a variety of surviving historic buildings that vary in scale, age and character. Through the eighteenth and nineteenth, even into the early twentieth century, a palette of similar materials predominated in house building. Using the correct materials (such as stock and red brick, clay tiles, slate and timber) is important for any repairs, alterations or extensions to existing buildings but also should be a consideration for any new development if it is to respect the context and character of the area. This is also important as traditional materials allow a building to 'breathe' (allow air to circulate and the materials to both absorb water when it rains and subsequently dry out). Using modern, impervious materials can trap water and cause damp.

Sourcing materials is very important, and it is always advisable to ask for samples that you can look at on site and compare with the palette of existing materials. In the context of historic buildings it is useful to look at the directory of specialist professionals on www.buildingconservation.com

Features

Georgian: The term 'Georgian' usually covers buildings constructed between 1714 and 1837, during which time there were numerous stylistic developments. As a general rule however houses conform to a Classically-derived idea of proportion which dictated how an elevation should be arranged. The most important floor, with the grandest rooms was the first floor (the piano nobile) which externally was expressed with the tallest windows. The height of the windows decreases from the first floor to the top of the house. In the early eighteenth century the construction of the terrace house as we know it today became widespread through London. Houses were flat-fronted (rather than jettied), constructed from brick, with the main decorative emphasis on the front door and windows (see subsection on windows). Later in the eighteenth and early nineteenth century render, and stucco painted to imitate stone, was commonly applied to the exterior or part of the exterior of houses. With the innovation of Coade Stone in the second half of the eighteenth century decorative elements around doors and windows became more common.

A cluster of eighteenth-century houses in brick with slate roofs survive on Christchurch Road, including Percy Lodge. 28 Sheen Lane is an early-Georgian building, altered during the nineteenth century.

Victorian: The Victorian period (1837-1901) saw an explosion of different styles and technological innovation. House building increased at a great rate to deal with the surge in population. The terraced house continued as the most popular and proliferate form of housing but mansion blocks of flats became increasingly common in London through the nineteenth century. Whilst Classicism retained a strong foothold through Queen Victoria's reign and the simple, brick terraced house persisted, particularly as the most basic form of housing, the Gothic Revival is most commonly associated with this period and was popular as a way of enlivening houses. Brick was still the basic load-bearing material for most buildings during this period though decorative use of colours became more popular. Renders and ornamentation (the latter usually made from artificial stone or terracotta) also became more widespread.

Victorian terrace houses are concentrated in the northern part of East Sheen, south of the railway line. The Model Cottages are simple early Victorian houses. Alexandra Road, King's Road, Queen's Road and the small streets in between contain good examples of two storey Victorian terrace cottages, some with stucco or stone detailing. Most of these houses have four-pane sash windows, though a minority have bow or canted bay windows on the ground floor, simple straight eaves and lack decorative detail.

GEORGIAN

- Raised, flat parapet
- Concealed roof
- Flush windows

(Nineteenth century replacement) 6 over 6 timber sash windows

symmetrical and flat elevation



(Lintels replaced) Formerly soldier arch lintels

VICTORIAN

- Coloured brickwork detailing
- Straight eave
- Tile or slate roof

Four pane timber sash windows

Fanlight



Segmental arch brick lintel

Semi-circular brick arch over door

Later render and wall

7. Features and Materials (continued)

There are only a few larger Victorian houses in East Sheen, but some of the three storey buildings on St Leonard's Road demonstrate obviously Classical detailing in cornices and the pilasters of their door and window reveals. In contrast, large Victorian villas such as on Enmore Gardens, on Martindale and those near Christchurch Road tend subtly to employ Gothic Revival details such as pointed gables, decorative ridge tiles and tall chimneys. In these areas, there are brick boundary walls which may survive from the original Victorian plots of large houses, even if they no longer obviously correspond to house and garden boundaries – such as that dividing Coval Gardens from Deanhill Road.

Edwardian: The Edwardian period was a high point in traditional construction and late-Victorian architecture is often indistinguishable from that of this period. The architecture of this period confidently mixes features from numerous styles. Terrace or semi-detached houses mixing brick, tile, render, timber and slate are found especially south of Upper Richmond Road West. Graemesdyke Avenue contains fine brick houses with hybrid sash windows in the Edwardian style, with tile and timber dressings and some original leaded door lights. Diverse and sometimes elaborate gables were used, those in the terraces on Leinster Avenue, for instance, contrasting with those on Martindale.

The work of Norman Shaw and the Arts and Crafts movement had a profound effect on house-design that was to dominate for decades to come with features of vernacular architecture becoming much more common. The steep gable roofs and timber with render detailing on semi-detached houses on Richmond Park Road and St Leonard's Road near Elm Road are examples of this influence, which, like construction in these areas, extended into the Interwar period.

Interwar housing: The vernacular semi-detached houses that became popular pre-WWI became regularised into the standardised designs of the 'Mock-Tudor semi'. Many of the houses to the south of Upper Richmond Road West were built in this style. Those along Hertford Avenue show a strong Arts and Crafts influence. The houses of Clare Lawn Avenue and Parkgate Gardens softened this style with more standardised elements and the addition of private garages.

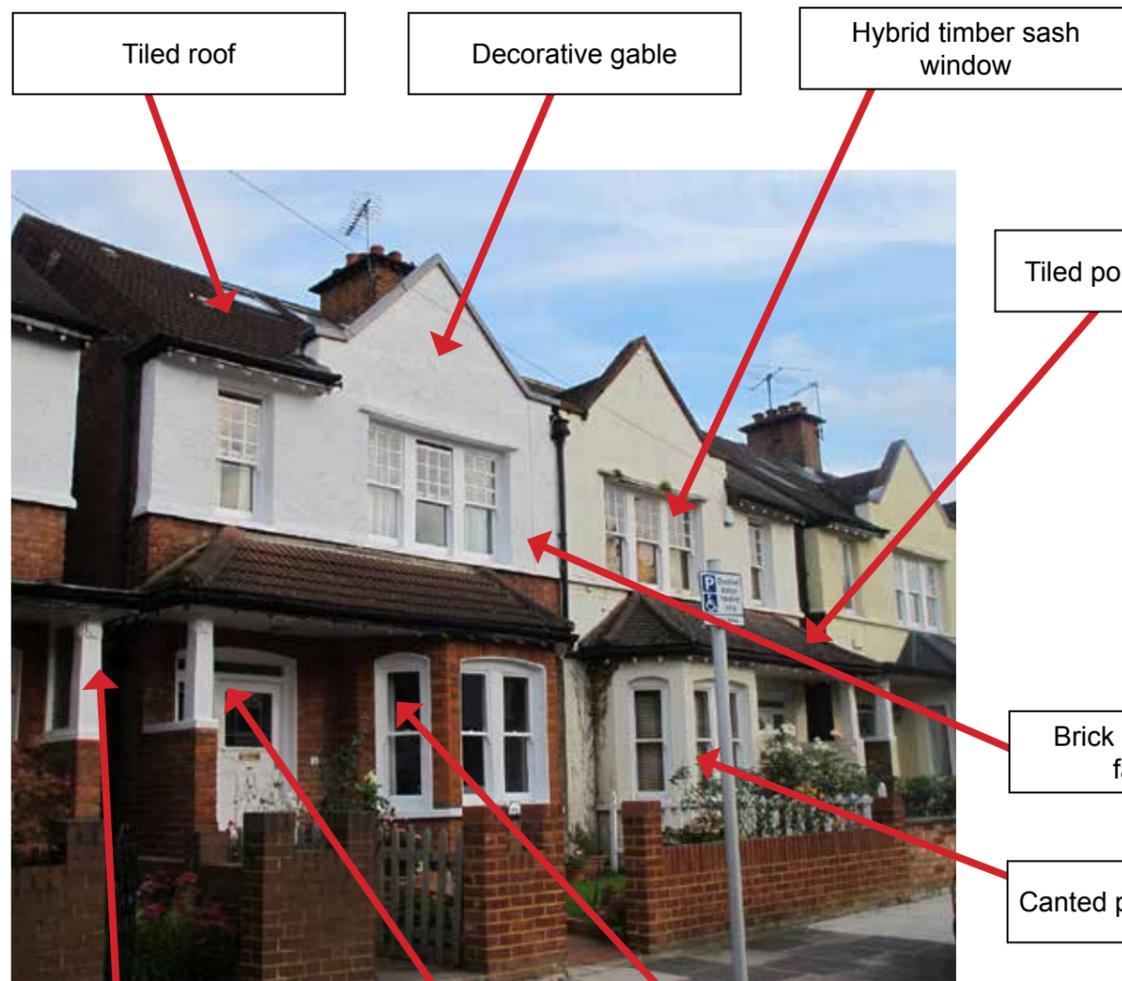
This style predominates but Art Deco was often used as an alternative style and though less common is often present in the details. Also, although often faced with traditional materials building technology had changed. Deanhill Court on Upper Richmond Road West and St Leonard's Court are dressed in an Art Deco style with brick cladding to reinforced-concrete frames. The Neo-

Georgian style was also popular for flats, shops and public buildings, as seen on much of the frontage of Upper Richmond Road West in the area.

Post war (the 1960s and 70s): A radical shift away from the traditional styles of the past century occurred with Modernism and a new attitude to architecture and place-making. Blocks of flats were seen as the ideal solution to increasing density though the regular terraced house and low rise blocks of flats and maisonettes persisted. Concrete was more widely used and a new stripped-down aesthetic distinguishes this period from all previous. The semi-detached and terrace houses of York Avenue adapt the scale and form of the two storey worker's cottage with a Modernist aesthetic.

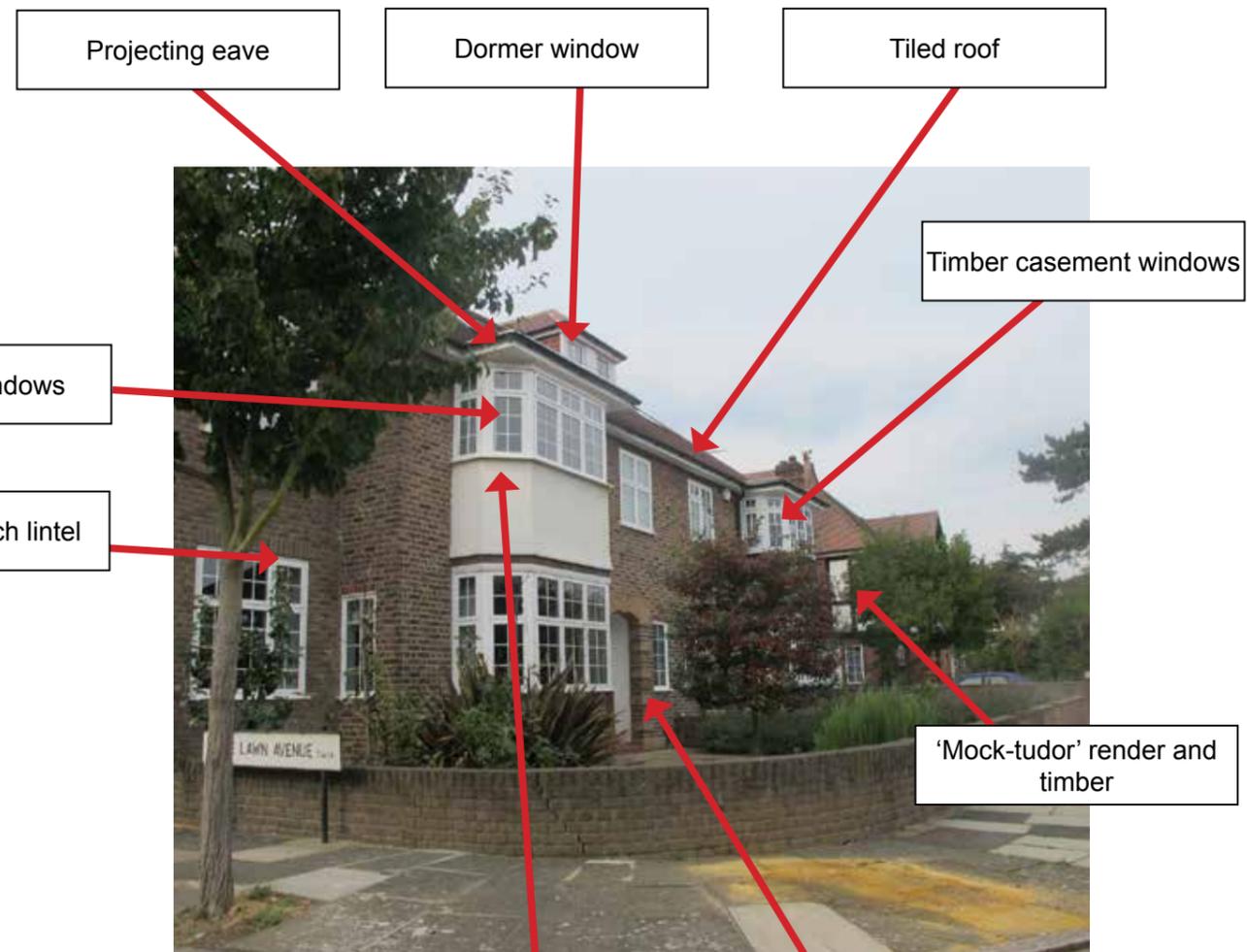
Recent development: Recent development less rigorously conforms to a particular style or ethos. Higher density developments are more common as the pressure on land is greater. Within sensitive historic areas there is usually an attempt to refer to its context with traditional facing materials and detail.

EDWARDIAN



Timber porch struts
Leaded side-light
Narrow timber sash windows

INTERWAR HOUSING



Rendered canted bay
Decorative brickwork

7. Features and Materials (continued)

Georgian



Victorian



Edwardian



Interwar



Post War



7. Features and Materials (continued)

Windows

Windows are key features in all the buildings in East Sheen irrespective of the construction period. The location of the windows, their proportions, the number of glazing bars, the use of coloured glass, or the presence of old glass and the decorative treatment around the windows, all give each building its special character. The diversity of window types across the area add to its character and reinforce the distinctiveness of the different styles. If houses or flats have original windows they should therefore be restored or, if necessary, replaced like with like.

Along with the promotion of character, sustainable materials should also be prioritised, promoting the use of environmentally friendly materials and also improving the energy efficiency of buildings.

Timber windows:

- Historic timber windows are made from more durable timber than modern, softwood timber. Repairing them is therefore often a more durable as well as sustainable option.
- Timber windows were always meant to be painted to protect them from the elements. Keeping them painted will help prevent them from rotting. If maintained, they can last indefinitely.

Window details:

- Original leaded lights can add character to the street and be an important aspect of the design of the buildings. If the original windows have leaded lights they should be replicated.
- Stained glass should be retained or incorporated in replacement windows.

Double-glazing and thermal efficiency:

Improving the thermal efficiency of historic windows is a common reason for replacing them with double-glazing. If you are considering replacing your timber windows with uPVC bear in mind that the embodied energy lost by disposing of your windows and replacing them with uPVC, which have a limited life-expectancy, can be less sustainable than repairing them or installing secondary glazing. Traditional internal shutters are also a very effective means of improving thermal efficiency so if your property once had shutters, restoring them can be a sensible option.

There are a number of options to consider if the installation of double-glazing is pursued:

- Have existing windows adapted by inserting an additional pane of acoustic glass within the existing frame. This is only really possible with unlisted buildings with deep window profiles.

- Timber double-glazing is now a good option with improving technology that can achieve very slim window profiles that compare with Victorian and Edwardian single-glazing.
- Thin profile double glazed acoustic glass is available that can be fitted into existing timber frames. This can be a way of upgrading the sound and insulation performance of windows without the need for total replacement.
- Install secondary glazing which is very effective in improving thermal and sound insulation. They can often be removed in the summer months when less needed.

uPVC is often considered as it is seen as a cheaper option than most timber double-glazed units. However, it is not authentic and generally cannot achieve the same detailed mouldings or appearance and is therefore discouraged. If you feel that this is your only option you should bear in mind:

- the materials, design, proportions and the means of opening (sash/casement) of the existing windows and try to faithfully replicate them;
- if the original windows have sash openings, then avoid top hung casements as these often do not replicate the look or proportion of the original windows

- glazing bars should be kept as narrow as possible to replicate original details, should be integral to the structure of the window and not applied to the outside of the glass and should be raised rather than flat;
- very thick frames, not only look chunky but reduce light into the room. Outer frame thickness should not be excessive.



Georgian-style six-over-six sash windows, here featuring 'horns' typical of later sash window styles



Victorian four-pane sash window



Victorian sash window with narrow-grille featuring margin lights



Victorian Classical sash windows with arched upper sash and decorative plasterwork column jambs



Victorian Gothic revival trefoil windows in a stone reveal with leaded casements



Edwardian projecting square timber bay windows with casement opening and leaded transom lights



Edwardian hybrid sash window in projecting canted bay, with arched apertures in the upper sash



Edwardian hybrid sash windows, set in a timber gently-projecting canted bay within a three-centred arch reveal with decorative detailing



Edwardian narrow sash in a canted bay and, around the door, leaded stained- and textured-glass side light and transom light



Edwardian Arts and Crafts-style leaded casement windows in the timber-frames of a projecting canted bay, under a low eave



Interwar neo-Classical metal-framed windows



Post-war uPVC windows: with high transom (above) and picture window-form (below)

8. Guidance for Development Sites

This section provides design objectives and guidance on larger sites that have been put identified for development through consultations undertaken by the Council should they come forward for development. The following sites are considered:

Barnes Hospital, South Worple Way, Barnes

Potential allocation - Subject to the site being declared as surplus, future uses to be a mixed use development to include residential, including affordable units and social infrastructure. Priorities identified for the social infrastructure component include extra-care housing for older adults (including communal facilities) community mental health facilities and education facilities.

Barnes Hospital is located on the south side of South Worple Way and extends to some 1.3 hectares in area. It is bounded by the railway line to the north, Mortlake Cemetery to the West and terraced housing dating from the late 19th century to the east and south. Site developments should consider:

- The protection and enhancement of the existing character of the site and its positive contribution to the area and adjacent Queens Road Mortlake Conservation Area
- The retention and reuse of the Buildings of Townscape Merit (BTMs)
- The retention of the boundary wall to South Worple Way
- The retention and protection of existing mature trees subject to Tree Preservation Order

- Enhancing the biodiversity of the site and adjacent cemetery
- Density, layout and height of buildings to be in keeping with the character of the area
- Minimise and mitigate impact on the local highway network, and in particular the impacts on the junction with White Hart Lane and ensure a safe pedestrian environment

172-176 Upper Richmond Road West and Telephone Exchange to rear, East Sheen

Potential allocation - Redevelopment for mixed uses to include residential, including affordable, employment or primary school.

The site is currently a garage accessed from Upper Richmond Road West and a telephone exchange to the rear, both surrounded by mostly terraced housing. Site developments should consider:

- The comprehensive development of the two elements of the site
- Responding to the architecture of the locality, which is predominately Edwardian housing
- The heights of adjacent and surrounding housing
- The importance of creating a positive active frontage along Upper Richmond Road West, which acts as a high street for the village



1. Barnes Hospital, South Worple Way, Barnes
2. 172-176 Upper Richmond Road West and Telephone Exchange to rear, East Sheen

9. Shop Front Guidance

The Council has an adopted general guide to shopfront design (Shopfront Supplementary Planning Document (SPD), March 2010). This guidance does not replace that SPD but provides area-specific information on the design and character of the shopfronts in East Sheen to inform owners and developers regarding alterations and replacements. The Borough's shopfront SPD sets out the policy context for when planning permission and listed building consent is needed for new shopfronts and gives borough-wide guidance. Planning permission is invariably needed for replacement shopfronts and advertisement consent may be needed for new signage. This Village Planning Guidance SPD should be read in conjunction with the 2010 SPD.

East Sheen has a number of historic shopping parades and some surviving examples of historic shopfronts. These should be preserved and, where architectural details are missing, they should ideally be replaced. As a general rule, shopfronts and alterations proposed to them should respect the character, overall design and materials of the host building.

Parades were often built with the same shopfronts along their length. Over time many get replaced and the uniformity of the parades is undermined. Sometimes the replacement shopfronts have value for the quality of their design, craftsmanship or historic value and should be retained. Often however, the replacement shopfronts lack aesthetic value and are installed without

consideration for how they will affect the appearance of the whole parade and street. For example, neon lights can be inappropriate and vinyl signs in windows can impact on the street scene and discourage shoppers by reducing visibility into premises.

When considering alterations to a shopfront or its replacement consideration should be given to:

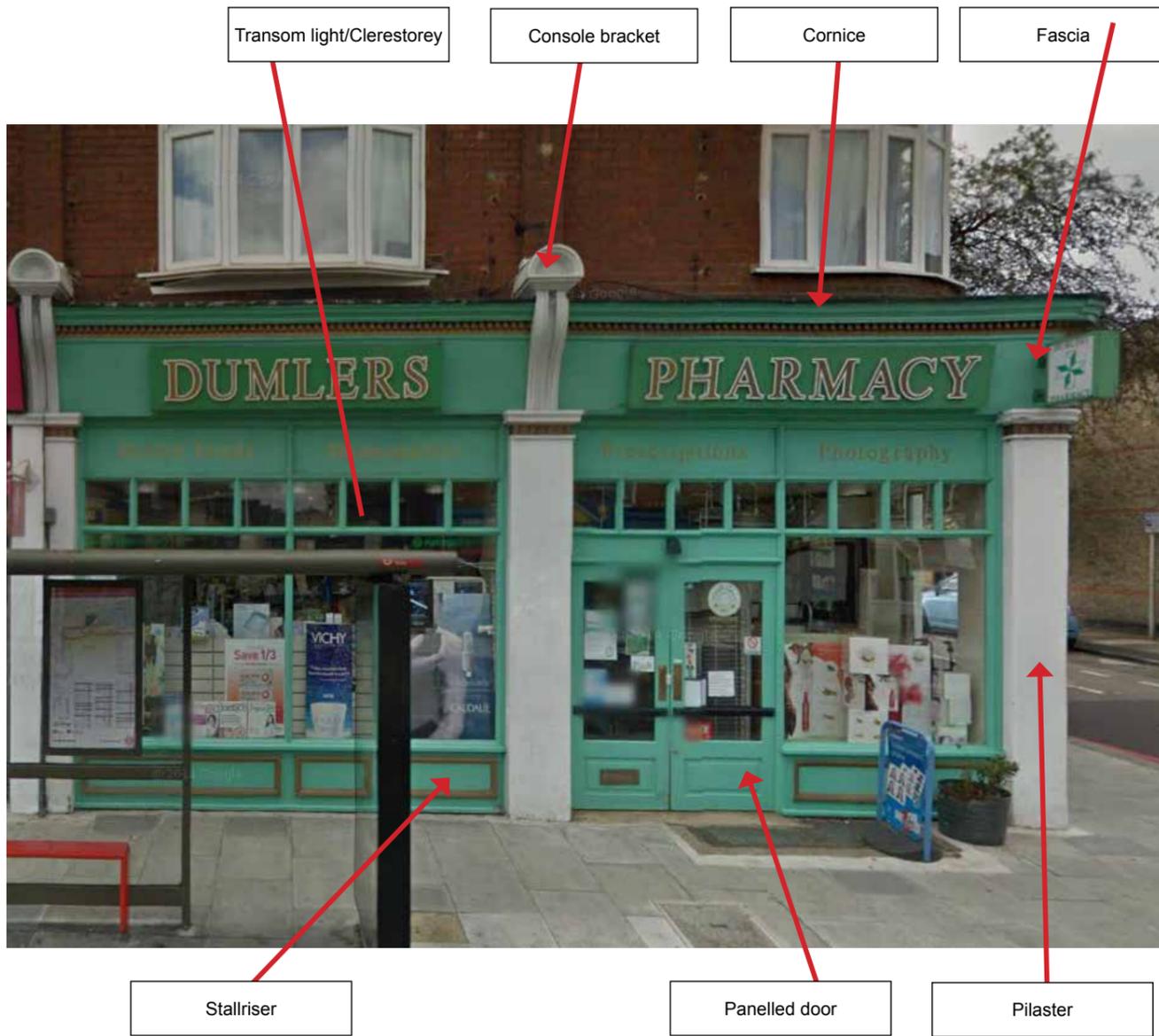
- The appearance of the host building as a whole and the designs of the adjacent shopfronts where these reflect the original shopfront character for the area.
- Uniformity: where a parade historically had identical shopfronts, reinstating the same appropriate design and materials where the replacements are poor quality can help create a more attractive street.
- If there are a couple of identical surviving historic shopfronts in a parade these may well be the original historic design. Therefore replicating them in place of low-quality modern shopfronts should be explored.

Within a parade or building there are often two or more good different examples of shopfronts which should be retained and sometimes the subtle differences in detail will enhance the character of the area. However, the basic structure and features of traditional shopfronts (as identified in the Shopfront SPD) are usually present and should be conformed to.

Shutters

Security shutters are not a traditional feature of shopfronts and do not, as a rule, enhance their character. Roller shutters, when lowered, can create an unattractive environment. If considered necessary, metal lattice-type shutters on the inside of the shop window provide the necessary security whilst not dramatically changing the appearance of the shop front. The other alternative is traditional timber shutters that are fitted over the shop window on the outside.

Typical key features to shop fronts



9. Shop Front Guidance (continued)

Upper Richmond Road West

The Upper Richmond Road West is a village high street and a busy main thoroughfare lined with houses and parades generally of two to three storeys in height. Most buildings date from between the end of the nineteenth century and the mid-twentieth century. Many houses have been converted to shops on the ground floor but there are also long runs of purpose-built shopping parades.

Good examples of shopfronts that should be preserved or used as models for replacements have been cited and described here.

Working east to west:

North side: A short Edwardian parade called 'Queens Terrace' occupying Nos. **130-138**. Although each shopfront is different, Nos. 134-138 are all attractive traditional, timber shopfronts and should be retained.

Positive features (No's 134-138):

Stallrisers; appropriately-sized fascias; pilasters and console brackets; glazing bars

South side: A long continuous parade made up from two developments occupying Nos. **191-213**. Nos. 199-213 have half-timbered gables on the first floor and green-glazed tiled pilasters between the shopfronts (these should be retained). No. 191 is a timber shopfront with traditional features. No. 203 is better and more likely to be original as its tiled stallriser matches the pilasters and its

transom lights relate to the windows on the first floor.

Positive Feature(No 203): Tiled stallriser; tiled pilasters; console brackets; transom lights; recessed entrance; tiled threshold; fanlight

South side: An attractive red brick parade at Nos. **215-305**. A number of the shops still have projecting shop windows which appear to have been the original pattern, most notably: Nos. 233 and 239 which have their shared tiled threshold; and Nos. 257-287. These should all be retained and restored. Between the shopfronts are tiled pilasters with terracotta capitals. These are attractive and should be restored where lost. The pilasters should not be painted. Where tiled or tessellated thresholds survive they should be restored and retained.

On the north side: Hardware store (Dibranto) in a warehouse set back from the road behind a palisade fence. There is an opportunity here to reduce the amount of signage clutter and flood lights and improve the boundary treatment.

North side: 'Sheen Parade' at Nos. **184-202** dates from c.1930s. It is in two parts, the western three shops look slightly earlier and have more detail including large console brackets at fascia level. These details should be retained. No. 202 has an attractive timber shopfront; the panelled stallriser should be reinstated.



Nos. 134-138 Upper Richmond Road West



No. 337 Upper Richmond Road West



No. 349 Upper Richmond Road West

South side: Long parade at Nos. **311-339** built as part of two developments c.1920. The eastern half is half-timbered which changes to a Queen Anne-inspired parade. Both halves have console brackets which in some places have been lost and could do with being replaced. No. 337 has an attractive shopfront with slim, decorative glazing bars and the original console brackets.

Positive features (No 337): fascia with cornice; pilasters; decorative transom lights; stallriser.

North side: Short, attractive parade of shops at Nos. **220-226**. No. 222 is a particularly good shopfront. They have granite pilasters and console brackets. The pilasters should not be painted and the console brackets should be painted one colour and ideally the same colour along the terrace.

Positive features (No 222): Appropriately-sized fascia; stallriser; arched shop windows; pilasters and console brackets.

South side: 341 Upper Richmond Road West is a purpose-built bank c.1930s with stone dressings which should be preserved.

South side: 'Broadway Buildings' is a short Deco parade c. 1923 continuous with parades on either side. It would be beneficial to reinstate some of its lost features. No. 349 appears to have more retained features and could be used for reference to restore the others.

Positive features (No 349): Shaped fascia; stone stallriser; tessellated threshold; tiled pilasters; Deco console brackets.

Sheen Lane as it turns off Upper Richmond Road West has a short parade of c.1920 shops. Nos. 137 and 139 have interesting shopfronts. No. 137 has a 1930s shopfront with chrome glazing bars and a later fascia which appears to be concealing the Deco one. No. 139 is a more traditional shopfront.

Positive features (No 137): Sunbeam ventilation grills; black granite stallriser; chrome glazing bars; tessellated threshold.

Nos. 363 and 256 were built originally as banks c.1930 and frame the junction of the Upper Richmond Road West with Sheen Lane. They are fine brick and stone compositions that should be retained.

No.363 is the start of a very long parade of shops (which continues to No. 409) along the south side of Upper Richmond Road West. Other than No. 383 half way down which has a chrome shopfront, none of the others have any particular merit and even No. 383 is much altered. The stone fascia that is continuous all the way along should be used by the shops for the signage (rather than applying new fascias on top) which should take the form of applied letters, ideally of uniform size and font as at No. 409.

On the north side opposite is an attractive parade of Victorian shops at Nos. **300-308**. None appear to have their original shopfront but Nos. 304-308 have a self-imposed black



No. 203 Upper Richmond Road West



No. 222 Upper Richmond Road West



137 Upper Richmond Road West

9. Shop Front Guidance (continued)

and white colour scheme and have used the original fascias which gives them a handsome uniformity.

Adjacent, on the same side of the road is another parade of similar date (Nos. 310-318) though No. 316 is a later infill. No. 310 is a characterful shopfront that should be restored and retained.

South side: **'Grand Parade'** at No. 459 dating from the c. 1930s has a mixture of neo-Georgian and Deco detailing above the ground floor. 'Pictorials' at No.8 has a striking and very well-preserved Deco shopfront.

South side: Adjacent to the Grand Parade is another long parade in a more traditional Queen Anne-revival style. The parade has a number of surviving tiled pilasters and most of its console brackets. Where they are missing they should be reinstated. There are several good shopfronts that survive along this stretch: No. 473 has the original, dentiled cornice surviving on its fascia (reinstatement along the parade should be considered) and a traditional shopfront with recessed doorway which should be preserved. No. 495-497 is also a good timber shopfront.

North side: Opposite are two identical red brick parades. The butchers at No. 350 retains its tiled stallriser and recessed entrance. This could be used as a model for reinstatements.

There are several two storey parades to the west dating from the first half of the

twentieth century, none of their shopfronts are of note.

Problems and pressures

There are a number of large commercial sites, set back from the Upper Richmond Road West, as a result of their position they rely on signage along the frontage of the property to attract trade. This creates a cluttered, unattractive appearance.

Opportunities for improvement along the Upper Richmond Road West exist by addressing:

- Over-sized fascias
- Plastic fascias
- Painted pilasters
- Aluminium shopfronts
- Illuminated signage
- Excessive signage
- Plastic box hanging signs
- Reinstating existing concealed features including signage



No. 8 Grand Parade, Upper Richmond Road West



© The Local Data Company
No. 350 Upper Richmond Road West



No. 495-497 Upper Richmond Road West

Sheen Lane

Sheen Lane runs north south from the Thames down to Richmond Park, to the north of the Upper Richmond Road West. Sheen Lane is a shopping street interspersed with houses and flats which date predominantly from the nineteenth century. Many of the buildings have been converted from residential use on the ground floor to retail.

Working north to south:

East side: Mortlake Station Garage is set back from the road and presents an opportunity to improve the frontage where currently the garage parking is continuous with the pavement.

East side: Beyond Mortlake Station is a modern block of flats with shops at the ground floor. The building has been designed with traditional materials and features so the shopfront at No. 31 Sheen Lane is appropriate and well-designed in this context.

West side: At the junction of Sheen Lane and Mortlake Station Passage is a single storey shop c.1900 with glazed tiles on its lower elevation and attractive pediments on its door and windows. It is in use as a car dealership. The rest of the site presents an opportunity for improvement as there is currently excessive signage on the site.

East side: 39 and 41 Sheen Lane are both very characterful Victorian buildings which

were built with shops on the ground floor. No. 41 retains its shopfront although the windows have clearly been replaced (they would probably only have had one transom rather than two). No. 39 retains its outer frame with its pilasters and cornice but an accurate replacement of the shopfront would be a great improvement.

East side: Nos. 43 – 55 are part of one parade of red brick Victorian buildings which originally would have all had Dutch gables (a number have been truncated). A few of the shops have attractive shopfronts. No. 47 has attractive pilasters which have been partially infilled with modern brick and joinery which should be removed and its original configuration restored. Next door at No. 49 is a more traditional timber shopfront which should be retained.

East side: Next door to the Dutch-gabled parade is a two storey development that appears to have been constructed originally as houses. No. 61 is a fine timber shopfront with a recessed central entrance and original joinery. The fascia is however too large and is an opportunity for improvement.

Positive features (No 61): Timber panelled stallriser; recessed entrance; timber panelled door; decorative letter box; transom lights; slender mullions; glazed tiled pilaster; console brackets

West side: At Nos. 28 – 38 is a red brick parade of shops with oriel windows at first floor. Nos. 32 and 34 appear to have

their original shopfronts which have dual entrances to the flats above. These shopfronts should be retained and used as models for the rest of this group.

East side: A late Victorian terrace at Nos. 65 – 77 which has a number of timber shopfronts of reasonable quality. Particularly attractive are No. 71 Sheen Lane which relates well with the windows above ground floor level and No. 77.

Positive Features (No 71): Stallriser; pilasters and capitals; transom lights; timber door; fanlight; sidelights

East side: Further south is a long, two storey Victorian development of shops from No. 105 to No. 129, split into two parades. The southern parade has a few good shopfronts, most notable are Nos. 121, 127 and 129.

Positive Features (No 121): Stallriser; recessed entrance; terrazzo threshold; mullions with decorative spandrels; appropriately-sized fascia; pilasters and console brackets; timber panelled door; fanlight

Opportunities for enhancement on Sheen Lane by addressing: Excessive signage; over-sized fascias, painted tiles (mostly on pilasters); aluminium shopfronts.



No.31 Sheen Lane



Nos. 39 and 41 Sheen Lane



No. 61 Sheen Lane

10. Forecourt Parking

The Council has an existing Supplementary Planning Document (SPD) covering 'Front Garden and Other Off Street Parking Standards' (adopted September 2006). This document provides detailed advice on the legal and design issues when creating a parking area in your front garden and access to it from the highway. Council Policy DMTP 9 also establishes the principle approach to Forecourt Parking, notably that it will be discouraged.

The East Sheen Village Planning Guidance SPD draws upon the 2006 SPD, providing updated and specific information for East Sheen. It is important that the 2006 SPD is read in conjunction with the guidance below. It is also advised to refer to the Council's Supplementary Planning Document on 'Design Quality' and 'Public Space Design Guide'.

In East Sheen, as in other areas of Richmond and across London as a whole, increases in population and car ownership have resulted in greater demand for car parking spaces. Where houses are not able to have garages, or where there is insufficient on and off street parking, this can lead to increased demand for front garden parking.

Conversion of front gardens for car parking can individually and cumulatively adversely impact on the appearance of an area and detract from its overall character if

undertaken without careful consideration. The Council is keen that where front garden parking does occur, it is done in the best possible way, by following guidance given in this and 2006 SPD.

Planning Permission

In some cases alterations to front gardens fall within the terms of 'permitted development', in which case planning approval is not required and therefore the Council has little or no control over the creation of forecourt parking.

You will not normally need planning permission, outside of a Conservation Area if a new or replacement driveway of any size uses permeable (or porous) surfacing which allows water to drain through, such as permeable concrete block paving or porous asphalt, or by directing rainfall to a lawn or border to drain naturally.

If the surface to be covered is more than five square metres planning permission will be needed for laying traditional, impermeable driveways.

It is important to note that in Conservation Areas, planning permission is required for demolition of boundary walls, fences and railings over 1m in height. Article 4(2) Directions can also restrict the removal of structures such as those that would be required to allow access for parking (see the 2006 SPD for details).

The Council's Development Management Plan (Policy DMTP 9) generally discourages front garden parking because of the impact on the appearance of the street and loss of vegetation and biodiversity.

It is generally considered that additional forecourt parking would not significantly reduce parking congestion.

Important features in East Sheen

Many front gardens and frontage features in East Sheen contribute significantly to the overall character of the area and local street scene both within and outside of the Conservation Areas. These include brick gate piers, dwarf walls incorporating railings or hedges, planted front gardens and a very high number of street trees.

Boundary walls

Boundary walls are perhaps the most important and defining feature of a street scene, and their preservation and uniformity adds considerably to an area's character. They enclose front gardens and define public and private space. Low walls create this space without reducing visibility. Conforming traditional brick types and brickwork along a street is an important characteristic. Many East Sheen streets retain their original brickwork which dates back to the nineteenth century. A good example is the small terraced cottages of Alexandra Road, showing some good consistency in low brick boundary walls, or Palmerston Road,

with consistent white painted elements. For the above reasons the gap in the boundary wall should not exceed that needed for the passage of a car. This also reduces the loss of parking space in the road outside.

Fencing

Picket fencing, both stained wood and painted white, can be found occasionally on East Sheen streets, often replacing lost brick boundary walls. This is not common in East Sheen and generally not in keeping with the area's character.

Iron railings and gates

Eighteenth and nineteenth century iron railings (and gates) are a traditional feature found at some of East Sheen's houses. Typically these are embedded into a lower boundary wall, enclosing the front garden whilst keeping visual obstruction to a minimum. Examples can be found on Vernon Road where there are instances of dwarf walls incorporating railings. Painted iron railings form the boundary to Old Mortlake Cemetery which dates from 1854.

Hedges

Hedges enclose front gardens and define public and private space. They provide an attractive green feature to the streetscape therefore it is important for them to be retained as frontage features, either on their own or in combination with walls or railings. There are instances of hedges in East Sheen.

In many cases a hedge has been added above a dwarf wall to provide further screening – there are many examples of this on Church Avenue as shown below. Maintained and conforming hedges create an attractive street scene.

Guidance on front garden parking

The following key considerations should be made where residents do feel an imperative to replace front gardens with car parking:

Retention of existing features

The general aim of any design for car parking in front gardens should be to retain as much of the existing features as is practical – such as existing walls, railings or hedging. Where an opening has to be made in an existing wall, railing or fence, it should be made good at both ends to match existing materials and details, and should be no more than a car width wide.

Enclosure

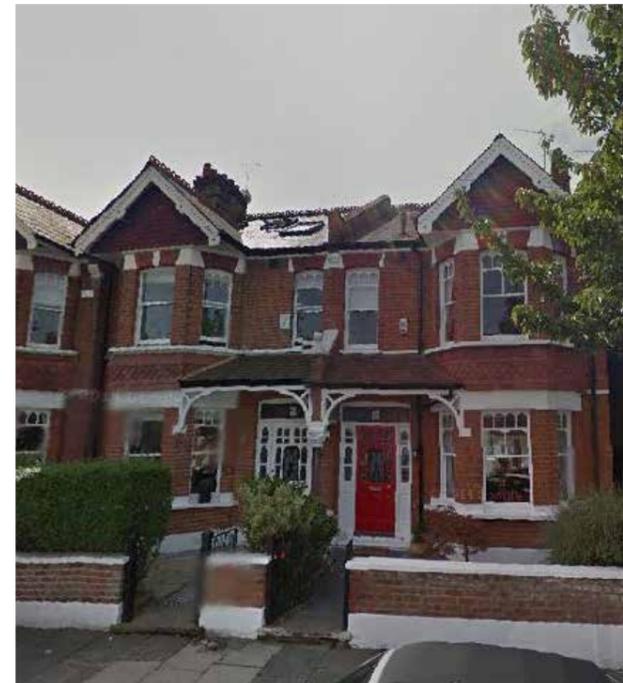
Retaining a form of enclosure of front gardens and forecourts is an essential part of retaining local character and maintaining the street scene. Partial loss of existing structures is inevitable to allow vehicle access but as much of the structure should be retained. Inward opening gates help to complete a defensible line.

Permeability

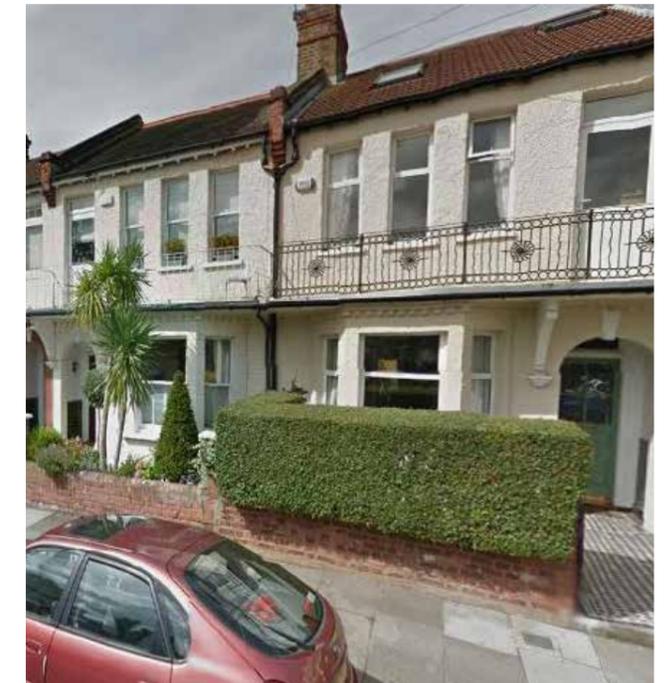
The base and finished surface should be laid at a slight gradient and be of a permeable material, to allow the satisfactory drainage and absorption of rainwater. Water should drain from the property onto the footway. A length of drain or soak-away may be required at the site boundary to prevent this or a connection to a surface water sewer can be established with the agreement of the Water Authority. Use of loose gravel should be avoided.

Green features

Loss of existing green space may be inevitable however retaining and / or replacing some planting in as generous a manner as possible helps to maintain the area character, screen vehicles and create a more pleasant natural environment by absorbing local exhaust fumes. This is a particular feature in East Sheen given the very leafy nature of the area.



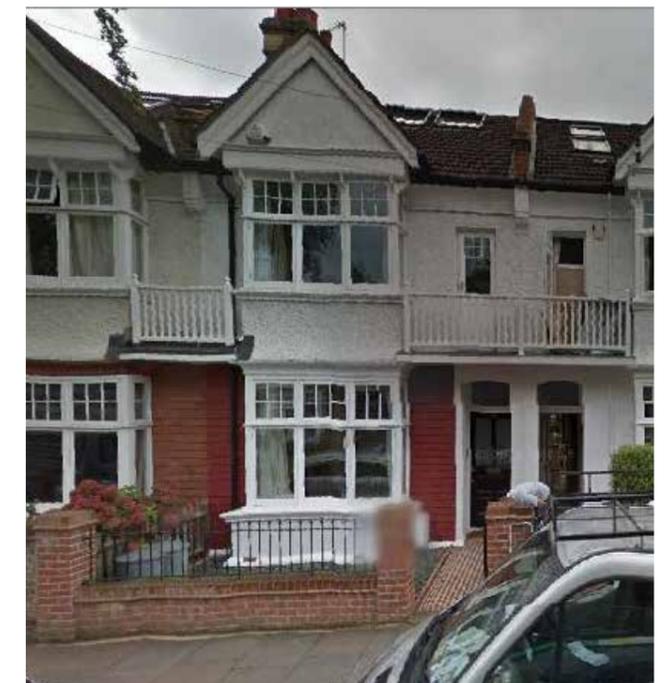
White capped walls and pillars - Palmerston Road



Hedgerow - Church Avenue



Boundary wall - Alexandra Road



Iron railings - Vernon Road

Appendix I: Relevant Policies and Guidance

It should be noted that all adopted policies and guidance should be assessed for their relevance in respect of individual planning applications, not just those listed below.

LBRuT LDF Core Strategy (April 2009)

Main policies that the SPD will support:

CP7: Maintaining and Improving the Local Environment

- 7.A Existing buildings and areas in the Borough of recognised high quality and historic interest will be protected from inappropriate development and enhanced sensitively, and opportunities will be taken to improve areas of poorer environmental quality, including within the areas of relative disadvantage of Castlenau, Ham, Hampton Nurserylands, Heathfield and Mortlake.
- 7.B All new development should recognise distinctive local character and contribute to creating places of a high architectural and urban design quality that are well used and valued. Proposals will have to illustrate that they:
- (i) are based on an analysis and understanding of the Borough's development patterns, features and views, public transport accessibility and maintaining appropriate levels of amenity;
 - (ii) connect positively with their surroundings to create safe and inclusive places through the use of good design principles including

layout, form, scale, materials, natural surveillance and orientation, and sustainable construction.

CP8: Town and Local Centres

- 8.A The Borough's town and local centres have an important role, providing shops, services, employment opportunities, housing and being a focus for community life.

Retail and town centre uses will be supported providing that it is appropriate to the role in the hierarchy of the centres, and respects the character, environment and historical interest of the area. It should be of an appropriate scale for the size of the centre and not adversely impact on the vitality and viability of any existing centre. Out of town retail development is not usually considered appropriate in this Borough in line with The London Plan consolidated with Alterations since 2004.

The Council will improve the local environment to provide centres which are comfortable, attractive and safe for all users. The historic environment and river frontage will be protected.

CPI4 Housing Standards & Types

- 14.D The density of residential proposals should take into account the need to achieve the maximum intensity of use

compatible with local context, while respecting the quality, character and amenity of established neighbourhoods and environmental and ecological policies. The London Plan consolidated with Alterations since 2004 Density Matrix and other policies will be taken into account to assess the density of proposals.

CP20 Visitors and Tourism

The Council will support the sustainable growth of the tourist industry, for the benefit of the local area by:

- 20.A Encouraging the enhancement of existing tourist attractions, such as Kew Gardens, Hampton Court Palace, Ham House and the River, including sport stadia particularly those of RFU and Harlequins;
- 20.B Promoting sustainable transport for tourists to and within the borough, including the passenger services along the Thames;
- 20.C Directing new hotels to the Borough's town centres or other areas highly accessible by public transport;
- 20.D Requiring accommodation and facilities to be accessible to all;
- 20.E Enhancing the environment in areas leading to and around tourist destinations.

Other relevant policies:

CPI0: Open Land and Parks

The open environment will be protected and enhanced. In particular:

- 10.A The Borough's green belt, metropolitan open land and other open land of townscape importance, World Heritage Site (Royal Botanic Gardens, Kew), land on the Register of Parks and Gardens of Special Historic Interest, green chains and green corridors will be safeguarded and improved for biodiversity, sport and recreation and heritage, and for visual reasons.
- 10.B A number of additional areas of open land of townscape importance will be identified, which will be brought forward through the Development Allocations DPD.

CPI7 Health and Well-being

- 17.A Health and well-being in the Borough is important and all new development should encourage and promote healthier communities and places.
- 17.B The provision of new or improved facilities for health and social care and other facilities will be supported. Such facilities should be in sustainable locations and accessible to all and priority will be given to those in areas of relative deprivation which

are identified in Core Policy 13, an immediate need for primary health care facilities (especially doctor's surgeries) has been identified in Kew, Richmond, Whitton and Ham. Sites for larger facilities may be identified in the Site Allocations DPD.

- 17.C A pattern of land use and facilities will be promoted to encourage walking, cycling, and leisure and recreation and play facilities to provide for a healthy lifestyle for all, including provisions for open and play space within new development as appropriate.
- 17.D Existing health, social care, leisure and recreation provision will be retained where these continue to meet or can be adapted to meet residents' needs. Land will be safeguarded for such uses where available, and the potential of re-using or redeveloping existing sites will be maximised.

LBRuT LDF Development Management Plan (November 2011)

Main policies that the SPDs will support:

Policy DMTC 1 Larger Town Centres

To maintain and improve the town centres, the Council will require appropriate development to take place within the identified Town Centre Boundaries of the five maintown centres. These are Richmond, the major centre, and the four district centres – Twickenham, East Sheen, Teddington and Whitton.

Proposals that contribute towards a suitable mix of uses will be approved, provided that they are appropriate to the function, character and scale of the centre. Acceptable town centre uses could include retail (if within or well related to designated frontages), business, leisure, tourism, community uses, health and residential development compatible with other development in the town centre.

Proposals will be acceptable within the Town Centre Boundaries if they:

- (f) Maintain or enhance the amount of active frontage, subject to Policy DMTC 3 'Retail Frontages'.
- (h) Respect and enhance the heritage, character and local distinctiveness of the centre.

Policy DMTC 2 Local and Neighbourhood Centres and Areas of Mixed Use

The Council will protect and improve the provision of day-to-day goods and services in the local and neighbourhood centres of the borough (See Policy DMTC 3 'Retail Frontages'). These centres are often designated as Areas of Mixed Use and are thus seen as appropriate for a mix of uses that meet primarily local needs.

Proposals for development will be acceptable in the smaller centres if they:

- (c) Respect and enhance the heritage, character and local distinctiveness of the centre, whilst making the most efficient use of land.
- (d) Include overall improvements and enhancements of the small centres; or modernise outmoded premises.

Development should improve and maintain commercial provision in the smaller centres, without significantly expanding it.

Policy DMTC 3 Retail Frontages

B Secondary Retail Frontages

Non-retail proposals will be acceptable in the secondary shopping frontages only if:

- (b) The proposed use retains a "shop-like" appearance with an active frontage and will not have a detrimental visual impact on the shop-front and respect the

heritage and character of the centre.

Policy DM OS 3 Other Open Land of Townscape Importance

Other open areas that are of townscape importance will be protected and enhanced in open use.

It will be recognised that there may be exceptional cases where appropriate development is acceptable. The following criteria must be taken into account when assessing appropriate development:

1. It must be linked to the functional use of the Other Open Land of Townscape Importance; or
2. It can only be a replacement or minor extension of existing built facilities;
3. In addition to 1. or 2., it does not harm the character and openness of the open land.

Improvement and enhancement of the openness and character of other open land and measures to open up views into and out of designated other open land will be encouraged where appropriate.

When considering developments on sites outside designated other open land, any possible visual impacts on the character and openness of the designated other open land will be taken into account.

The explanatory text is relevant to the SPD as set out below:

4.1.6 Other Open Land of Townscape Importance (OOLTI) can include public and private sports grounds, school playing fields, cemeteries, allotments, private gardens, areas of vegetation such as street verges and mature trees. The designated areas are shown on the Proposals Map but there will also be other areas which could be considered as being of local value to the area and townscape which merit protection.

4.1.7 In some parts of the borough, open areas, including larger blocks of back gardens, which are not extensive enough to be defined as green belt or metropolitan open land, act as pockets of greenery of local rather than London-wide significance. Many of these are of townscape importance, contributing to the local character and are valued by residents as open spaces in the built up area. Policy DM HO 2 'Infill Development' and Policy DM HO 3 'Backland Development' also recognise the importance of gardens, which will be considered as greenfield sites. Green oases are particularly important and will be protected in areas of high density development and town centres.

4.1.8 OOLTI should be predominantly open or natural in character. The following criteria are taken into account in defining OOLTI:

- Contribution to the local character and/or street scene, by virtue of its size, position and quality.
- Value to local people for its presence and openness.
- Immediate or longer views into and out of the site, including from surrounding properties.
- Value for biodiversity and nature conservation.
- Note that the criteria are qualitative and not all need to be met.

Policy DM OS 4 Historic Parks, Gardens and Landscapes

Parks and gardens as well as landscapes of special historic interest included in the Register compiled by English Heritage and other historic parks, gardens and landscapes, will be protected and enhanced. Proposals which have an adverse effect on the settings, views, and vistas to and from historic parks and gardens, will not be permitted.

Policy DM HD 1 Conservation Areas – designation, protection and enhancement

The Council will continue to protect areas of special significance by designating Conservation Areas and extensions to existing Conservation Areas using the criteria as set out in PPS 5 and as advised by English Heritage.

The Council will prepare a Conservation Area Appraisal and Management Plan for each Conservation area, these will be used

as a basis when determining proposals within or where it would affect the setting of, Conservation Areas together with other policy guidance.

Buildings or parts of buildings, street furniture, trees and other features which make a positive contribution to the character, appearance or significance of the area should be retained. New development (or redevelopment) or other proposals should conserve and enhance the character and appearance of the area.

Policy DM HD 2 Conservation of Listed Buildings and Scheduled Ancient Monuments

The Council will require the preservation of Listed Buildings of special architectural or historic interest and Ancient Monuments and seek to ensure that they are kept in a good state of repair by the following means:

1. consent would only be granted for the demolition of Grade II Listed Buildings in exceptional circumstances and for Grade II* and Grade I Listed Buildings in wholly exceptional circumstances following a thorough assessment of their significance;
2. retention of the original use for which the listed building was built is preferred. Other uses will only be considered where the change of use can be justified, and where it can be proven that the original use cannot be sustained;
3. alterations and extensions including partial demolitions should be based on an accurate understanding of the significance

of the asset including the structure, and respect the architectural character, historic fabric and detailing of the original building. With alterations, the Council will normally insist on the retention of the original structure, features, material and plan form or features that contribute to the significance of the asset. With repairs, the Council will expect retention and repair, rather than replacement of the structure, features, and materials of the building which contribute to its architectural and historic interest; and will require the use of appropriate traditional materials and techniques;

4. using its legal powers to take steps to secure the repair of Listed Buildings, where appropriate;
5. protecting the setting of Ancient Monuments and Listed Buildings where proposals could have an impact;
6. taking a practical approach towards the alteration of Listed Buildings to comply with the Disability Discrimination Act 2005 and subsequent amendments, provided that the building's special interest is not harmed, using English Heritage advice as a basis.

Policy DM HD 3 Buildings of Townscape Merit

The Council will seek to ensure and encourage the preservation and enhancement of Buildings of Townscape Merit and will use its powers where possible to protect their significance, character and

setting, by the following means:

1. consent will not normally be granted for the demolition of Buildings of Townscape Merit;
2. alterations and extensions should be based on an accurate understanding of the significance of the asset including the structure, and respect the architectural character, and detailing of the original building. The structure, features, and materials of the building which contribute to its architectural and historic interest should be retained or restored with appropriate traditional materials and techniques;
3. any proposals should protect and enhance the setting of Buildings of Townscape Merit;
4. taking a practical approach towards the alteration of Buildings of Townscape Merit to comply with the Disability Discrimination Act 2005 and subsequent amendments, provided that the building's special interest is not harmed, using English Heritage advice as a basis.

Policy DM HD 7 Views and Vistas

The Council will seek to protect the quality of views indicated on the Proposals Map. It will also seek opportunities to create attractive new views and vistas and, where appropriate, improve any that have been obscured.

Policy DM HO 1 Existing Housing (including conversions, reversions, and non self-contained accommodation)

Existing housing should be retained. Redevelopment of existing housing should normally only take place where:

1. it has first been demonstrated that the existing housing is incapable of improvement or conversion to a satisfactory standard to provide an equivalent scheme; and if this is the case:
2. the proposal improves the long-term sustainability of buildings on the site; and
3. the proposal does not have an adverse impact on local character; and
4. the proposal provides a reasonable standard of accommodation, including accessible design, as set out in Policy DM HO 4 'Housing Mix and Standards' and other policies.

Policy DM HO 2 Infill Development

All infill development must reflect the character of the surrounding area and protect the amenity of neighbours. In considering applications for infill development the following factors will be taken into account:

1. Plot width - plots must be of sufficient width to allow a dwelling(s) to be sited with adequate separation between dwellings;

2. Spacing between dwelling - new dwellings must have similar spacing between buildings to any established spacing in the street;
3. Height - dwelling height should reflect the height of existing buildings;
4. Materials - where materials on existing dwellings are similar, new dwellings should reflect those materials;
5. Architectural details - new dwellings should incorporate or reflect traditional architectural features;
6. Trees, shrubs and wildlife habitats- features important to character, appearance or wildlife must be retained or re-provided;
7. Impact on neighbours - including loss of privacy to homes or gardens.

Policy DM HO 3 Backland Development

There will be a presumption against loss of back gardens due to the need to maintain local character, amenity space and biodiversity. In exceptional cases where it is considered that a limited scale of backland development may be acceptable it should not have a significantly adverse impact upon the following:

1. Garden land – rear garden land which contributes either individually or as part of a larger swathe of green space to amenity of residents or provides wildlife habitats must be retained;

2. Impact on neighbours – privacy of existing homes and gardens must be maintained and unacceptable light spillage avoided;
3. Vehicular access or car parking – these must not have an adverse impact on neighbours in terms of visual impact, noise or light. Access roads between dwellings and unnecessarily long access roads will not normally be acceptable;
4. Mass and scale of development on backland sites must be more intimate in scale and lower than frontage properties;
5. Trees, shrubs and wildlife habitats– features important to character, appearance or wildlife must be retained or re-provided.

Policy DM TP 8 Off Street Parking - Retention and New Provision

Developments, redevelopments, conversions and extensions will have to demonstrate that the new scheme provides an appropriate level of off street parking to avoid an unacceptable impact on on-street parking conditions and local traffic conditions.

A set of maximum car parking standards and minimum cycle parking standards are set out in Appendix Four - Parking Standards 'Appendix Four - Parking Standards' for all types of development, these take into account bus, rail and tube accessibility as well as local highway and

traffic conditions including demand for on-street parking. These standards will be expected to be met, unless it can be shown that in proposing levels of parking applicants can demonstrate that there would be no adverse impact on the area in terms of street scene or on street parking.

Policy DM TP 9 Forecourt Parking

The parking of vehicles in existing front gardens will be discouraged, especially where

- this would result in the removal of architectural features such as walls, gates and paving, or of existing trees and other vegetation; or,
- where such parking would detract from the streetscape or setting of the property; or,
- where the use of the access would create a road or pedestrian safety problem; or
- where the width of the proposed entrance will be greater than the width of a normal driveway.

For any proposal the area of impermeable paving should be minimised and soft landscaping maximised.

The Council will seek to restrict permitted development rights for forecourt parking through Article 4 directions, where important townscape or surface water flooding issues exist. The Council will have regard to the impact of forecourt parking in considering proposals to extend or convert

existing residential property.

Policy DM DC 1 Design Quality

New development must be of a high architectural and urban design quality based on sustainable design principles.

Development must be inclusive, respect local character including the nature of a particular road, and connect with, and contribute positively, to its surroundings based on a thorough understanding of the site and its context.

In assessing the design quality of a proposal the Council will have regard to the following:

- compatibility with local character including relationship to existing townscape and
- frontages, scale, height, massing, proportions and form
- sustainable development and adaptability, subject to aesthetic considerations
- layout and access

- space between buildings and relationship to the public realm
- detailing and materials

Policy DM DC 7 Shop fronts and shop signs

The Council will resist the removal of shop fronts of architectural or historic interest.

The Council will expect proposals for new shop fronts or alterations to existing

shop fronts to demonstrate a high quality of design, which complements the original design, proportions, materials and detailing of the shop front, surrounding streetscene and the building of which it forms part.

Blinds, canopies or shutters where acceptable in principle must be appropriate to the character of the shop-front and its setting; external security grilles will not normally be permitted; in sensitive areas, rigid and gloss finish blinds will generally be unacceptable;

Signage and illumination to shop fronts must demonstrate a high quality of design, which complements the character and materials of the shop front and surrounding streetscene, and does not compromise public safety. Large illuminated fascias will not normally be permitted, even if these are in the “house style” of a particular store.

New shop fronts must be designed to allow equal access for all users, and can incorporate flood protection measures where appropriate. Proposals should take account of the Councils SPD on Shop fronts and Shop Signs.

The Council will welcome proposals from groups of shops to add character to the street scene by the use of harmonious high quality design, colours and materials for their shop fronts.

Other relevant policies

Policy DM OS 2 Metropolitan Open Land

The borough’s Metropolitan Open Land will be protected and retained in predominately open use. Appropriate uses include public and private open spaces and playing fields, open recreation and sport, biodiversity including rivers and bodies of water and open community uses including allotments and cemeteries.

It will be recognised that there may be exceptional cases where appropriate development such as small scale structures is acceptable, but only if it:

1. Does not harm the character and openness of the metropolitan open land; and
2. Is linked to the functional use of the Metropolitan Open Land or supports outdoor open space uses; or
3. Is for essential utility infrastructure and facilities, for which it needs to be demonstrated that no alternative locations are available and that they do not have any adverse impacts on the character and openness of the metropolitan open land.

Improvement and enhancement of the openness and character of the Metropolitan Open Land and measures to reduce visual impacts will be encouraged where appropriate.

When considering developments on sites outside Metropolitan Open Land, any possible visual impacts on the character and openness of the Metropolitan Open Land will be taken into account.

Policy DM OS 11 Thames Policy Area

The special character of the Thames Policy Area (TPA), as identified on the Proposals Map, will be protected and enhanced by:

1. ensuring development protects the individuality and character, including the views and vistas, of the river and the identified individual reaches;
2. discouraging land infill and development which encroaches into the river and its foreshore other than in exceptional circumstances, which may include where necessary for the construction of river dependent structures such as bridges, tunnels, jetties, piers, slipways etc.;
3. ensuring development establishes a relationship with the river and takes full advantage of its location, addressing the river as a frontage, opening up views and access to it and taking account of the changed perspective with tides;
4. encouraging development which includes a mixture of uses, including uses which enable the public to enjoy the riverside, especially at ground level in buildings fronting the river;
5. protecting and promoting the history and heritage of the river, including

landscape features, historic buildings, important structures and archaeological resources associated with the river and ensuring new development incorporates existing features;

6. protecting and improving existing access points to the River Thames, its foreshore and Thames Path, including paths, cycle routes, facilities for launching boats, slipways, stairs etc. and encouraging opening up existing access points to the public, both for pedestrians and boats;
7. requiring public access as part of new developments alongside and to the River Thames, including for pedestrians, boats and cyclists, where appropriate;
8. increasing access to and awareness of the river including from the town centres.

Policy DM TP 6 Walking and the Pedestrian Environment

To protect, maintain and improve the pedestrian environment, the Council will ensure that:-

1. New development and schemes protect, maintain and, where appropriate, improve the existing pedestrian infrastructure, including the Rights of Way network.
2. New development does not adversely impact on the pedestrian environment and provides appropriate

pedestrian access (see Policy DM TP 3 'Enhancing Transport Links').

3. New development and schemes improve the safety and security of the pedestrian environment where appropriate.

Policy DM TP 7 Cycling

To maintain and improve conditions for cyclists, the Council will ensure that new development or schemes do not adversely impact on the cycling network or cyclists and provide appropriate cycle access and sufficient, secure cycle parking facilities, see Policy DM TP 3 'Enhancing Transport Links' and Policy DM TP 8 'Off Street Parking - Retention and New Provision'.

Relevant SPDs/SPGs

- Design Quality SPD Adopted Feb 2006 www.richmond.gov.uk/spd_design_quality_doc_lowres-2.pdf
- Front Gardens and other Off-street Parking Standards SPD Sept 2006 www.richmond.gov.uk/spg_supplementary_planning_guidance_draft_approved.pdf
- Residential Development Standards March 2010 www.richmond.gov.uk/spd_residential_development_standards_2010_final_version_30_11_10.pdf
- Shopfronts SPD March 2010 www.richmond.gov.uk/cg_shopfronts_cal_lr.pdf

- Small and Medium Housing Sites SPD Feb 2006 www.richmond.gov.uk/spd_small_and_medium_housing_sites.pdf
- Design Guidelines Leaflets 3 and 4: House Extensions and External Alterations. Adopted Sept 2002. Reformatted with minor updates July 2005. Based on UDP policies www.richmond.gov.uk/a4_houseext_design_web_adpt-2.pdf
- Design Guidelines leaflet 11: Shopfront Security. First published 1997 and Reformatted with minor updates July 2005. Based on UDP policies www.richmond.gov.uk/shopsfront_security.pdf

Also of relevance is the Council's 'Public Space Design Guide' (Jan 2006). The overall aim is to provide guidance to help deliver the goal of improved streetscene and public spaces. www.richmond.gov.uk/public_space_design_guide

Thames Landscape Strategy (2012 refresh). This can be viewed at www.thameslandscape-strategy.org.uk